

Perancangan Ulang User Interface Menggunakan Metode User Centered Design: Studi Kasus Kiosk Makanan di Retail Furniture = Redesigning User Interface Using User Centered Design Method: A Case Study of Food Kiosk in Furniture Retail

Rifa Salsabila, author

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Abstrak

Perkembangan teknologi yang pesat dan hadirnya fenomena pandemik COVID-19 memaksa usaha restoran untuk memanfaatkan teknologi seperti self-service technology (SST) untuk beradaptasi dengan kondisi yang ada. Adopsi SST berupa selfservice kiosk juga dilakukan oleh perusahaan retail furnitur dalam menjalankan bisnis restoran mereka. Namun, pengguna menghadapi masalah terkait desain interface nya seperti layout yang tidak umum, tulisan sulit terbaca dan tombol yang sulit ditemukan saat mengoperasikan mesin self-service kiosk. Tujuan dari penelitian ini adalah untuk mengevaluasi pengalaman menggunakan self-service kiosk dan memberikan rekomendasi perbaikan desain sesuai dengan hasil evaluasi yang didapatkan. Penelitian ini dilakukan dengan menggunakan metodologi User-Centered Design (UCD) dan usability testing agar rekomendasi yang diberikan sesuai dengan kebutuhan pengguna. Evaluasi yang dilakukan didasarkan pada performance metrics berupa task success, time on task, time-based efficiency, dan error. Kuesioner System Usability Scale (SUS), Single Ease Question (SEQ) dan in-depth interview juga digunakan untuk mendapatkan data kualitatif dan mengidentifikasi masalah yang ada. Saat melakukan performance measurement, responden mengalami kesulitan menyelesaikan task, terutama untuk task 2, 3, dan 4. Penggunaan kiosk makanan juga dinilai sulit berdasarkan hasil Single Ease Question (SEQ), terutama untuk task 2, 3 dan 4. Hasil dari System Usability Scale (SUS) berada di nilai 47.5, yang dimana masuk ke dalam kategori 'not acceptable'. Rekomendasi perbaikan desain dibuat berlandaskan prinsip-prinsip Law of UX dan Shneiderman's Eight Golden Rules. Berdasarkan hasil evaluasi rekomendasi perbaikan desain, ditemukan bahwa nilai metrik untuk semua task mengalami peningkatan dengan skor SEQ dan SUS secara keseluruhan masing-masing adalah 6,74 dan 89,8.

..... The rapid development of technology and the presence of the COVID-19 pandemic phenomenon have forced businesses to utilize technology such as Self-Service Technology (SST) to adapt to existing conditions. The adoption of SST in the form of self-service kiosk is also carried out by furniture retail companies in running their restaurant business. However, users face problems related to its interface design such as unfamiliar layouts, hard-to-read text and hard-to-find buttons when operating the self-service kiosk machine. The purpose of this research is to evaluate the experience of using the self-service kiosk and provide recommendations for design improvements according to the evaluation results obtained. This research was conducted using the User-Centered Design (UCD) methodology and usability testing so that the recommendations given are in accordance with user needs. The evaluation is based on performance metrics such as task success, time on task, time-based efficiency, and error. The System Usability Scale (SUS) questionnaire, Single Ease Question (SEQ) and indepth interviews were also used to obtain qualitative data and identify existing problems. When conducting performance measurement, respondents had difficulty completing tasks, especially for tasks 2, 3 and 4. The use of the food kiosk was also considered difficult based on the results of the Single Ease Question (SEQ), especially for task 2, 3, and 4.

The results of the System Usability Scale (SUS) were 47.5, which falls into the 'not acceptable' category. Design improvement recommendations were made based on the principles of Law of UX and Shneiderman's Eight Golden Rules. Based on the evaluation results of the design improvement recommendations, it was found that the metric scores for all tasks had improved with the overall SEQ and SUS scores being 6.74 and 89.8 respectively.