

ABSTRAK

Website Teknik Industri Universitas Diponegoro berperan sebagai layanan informasi akademik kepada mahasiswa sampai masyarakat. Ditemukan pada <http://industri.ft.undip.ac.id/> belum optimal dalam memenuhi kebutuhan pengguna. Studi pendahuluan yang dilakukan menggunakan usability testing dengan metode Think-Aloud Protocol wemenunjukkan bahwa efektivitas website hanya mencapai 52%, efisiensi 57,60%, dan kepuasan masih rendah karena permasalahan utama yang teridentifikasi meliputi konten homepage yang padat dan panjang, inkonsistensi layout, tombol yang tidak memiliki affordance jelas, serta penempatan hyperlink yang tidak intuitif. Penelitian ini bertujuan untuk meredesain user interface website TI Undip dengan menerapkan prinsip Golden 8 Rules, kemudian melakukan validasi melalui usability testing dan kuesioner System Usability Scale (SUS). Metode yang digunakan meliputi studi pendahuluan, identifikasi masalah, perancangan prototipe menggunakan Figma, secondary design testing, serta analisis komparasi desain. Hasil menunjukkan peningkatan signifikan pada prototipe redesain dengan efektivitas mencapai 98%, efisiensi 90%, dan skor SUS rata-rata 83,38. Kesimpulan penelitian ini adalah bahwa prototipe user interface yang diredesain layak untuk diimplementasikan guna meningkatkan pengalaman dan kepuasan pengguna dalam mengakses informasi akademik.

Kata kunci: *Evaluasi Usabilitas, User Interface, User Experience, usability testing, Think-Aloud Protocol, System Usability Scale, Website Teknik Industri UNDIP*

ABSTRACT

The Industrial Engineering website at Universitas Diponegoro serves critical role as an academic information service for student to the public. The current website (<http://industri.ft.undip.ac.id/>) has not optimally met user needs. A preliminary study conducted using usability testing with the Think-Aloud Protocol revealed that the website's effectiveness only reached 52%, efficiency was 57.60%, and satisfaction was low since the main problems identified include overly dense and lengthy homepage content, layout inconsistency, buttons lacking clear affordance and unintuitive hyperlinks. This study aims to redesign the user interface of the TI Undip website by applying the Golden 8 Rules principles, followed by validation through usability testing and the System Usability Scale (SUS) questionnaire. The methods used include preliminary study, problem identification, prototype design using Figma, secondary design testing, and comparative design analysis. The results showed significant improvements in the redesigned prototype with effectiveness reaching 98%, efficiency 90%, and an average SUS score of 83.38. The conclusion of this study is that the redesigned user interface prototype is feasible to implement to enhance user experience and satisfaction in accessing academic information.

Keywords: *Usability Evaluation, User Interface, User Experience, Usability testing, Think-Aloud Protocol, System Usability Scale, Website Redesign Prototype*