

ABSTRAK

Fakultas Teknik Undip memiliki website SILAMA FT yang menyediakan beberapa format surat kemahasiswaan yang diajukan secara online. Dengan tingkat utilisasi SILAMA FT yang tinggi, setelah dilakukan studi pendahuluan ditemukan pain points pada usability diantaranya sulit menemukan layanan yang diinginkan, informasi kurang rapih, banner di homepage yang membingungkan, dan tidak sadar dengan adanya tombol mencetak surat, sehingga diperlukan perbaikan dengan melakukan perbaikan user interface untuk mengatasi pain points yang dirasakan dan meningkatkan user experience. Penelitian ini dilakukan dengan metode Goal-Directed Design untuk mengatasi permasalahan usability dan meningkatkan user experience. Pada penelitian ini didapatkan hasil peningkatan nilai performance measurement pada Iterasi 2, nilai effectiveness sebesar 74.29% pada Iterasi 1 naik menjadi 94.29% pada Iterasi 2, nilai efficiency sebesar 64.89% pada Iterasi 1 naik menjadi 90.01% pada Iterasi, dan nilai satisfaction sebesar 65.39 pada Iterasi 1 naik menjadi 91.67 pada Iterasi 2. Hal ini menunjukkan adanya peningkatan experience user pada design rancangan perbaikan.

Kata Kunci: *usability; user experience; goal-directed design; usability testing; performance measurement*

ABSTRACT

Faculty of Engineering Diponegoro University has created the SILAMA FT website, which provides students with a variety of academic letter formats that may be filed online. After a preliminary study was conducted, it was discovered that there are various usability pain points, including difficulty finding features, cluttered information, a confusing homepage banner, and users' lack of awareness of the download button. As a result, enhancements to the user interface are required to address the perceived pain points and improve the user experience. The Goal-Directed Design Method was used to conduct this study to overcome usability problems and improve user experience. The results of this study revealed an increase in the value of performance measurement in Iteration 2, an increase in the effectiveness value of 74.29% in Iteration 1 to 94.29% in Iteration 2, an increase in the efficiency value of 64.89% in Iteration 1 to 90.01% in Iteration 2, and an increase in the satisfaction value of 65.39 in Iteration 1 to 91.67 in Iteration 2. This indicates an increase in user experience of the design improvement.

Keyword: *usability; user experience; goal-directed design; usability testing; performance measurement*