

Perancangan *User Interface* dan Evaluasi *User Experience* Aplikasi *Mobile Pocket* Mahasiswa Institut Teknologi Sumatera dengan Pendekatan *Goal Directed Design*

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ABSTRAK

Aplikasi *pocket* mahasiswa ITERA merupakan aplikasi *mobile* berbasis android, yang mempermudah mahasiswa dalam mengakses informasi tentang semua kegiatan baik akademik maupun non-akademik. Aplikasi *pocket* mahasiswa ITERA pada awalnya dirancang seadanya untuk memenuhi kebutuhan institusi tanpa adanya penelitian langsung ke *user* utama yakni mahasiswa ITERA sehingga membuat tujuan dan keinginan dari *user* belum tercapai. Tahapan untuk melakukan perancangan rekomendasi antarmuka pengguna baru menggunakan pendekatan *Goal directed design* (GDD) yang merupakan metode yang berfokus pada tujuan (*goal*) yang ingin dicapai oleh *user*. Sebelum melakukan perancangan beberapa faktor pada *user experience* yang menjadi tolak ukur evaluasi *usability* berdasarkan masalah yang dihadapi pada aplikasi *pocket* adalah kemudahan penggunaan (*ease of use*), kemampuan belajar (*learnability*), kepuasan pengguna (*user satisfaction*), efektif (*effective*). Pengukuran *usability* menggunakan 3 metode yakni *system usability scale* (SUS), *single ease question* (SEQ), *customer satisfaction* (CSAT). Hasil evaluasi akhir pada rekomendasi rancangan antarmuka pengguna baru (*development product*) menunjukkan peningkatan nilai *usability* yang signifikan dibandingkan dengan *existing product*.

Kata Kunci: *User Interface*, *User Experience*, *Goal Directed Design*, *System Usability Scale*, *Usability*

*User Interface Design and User Experience Evaluation Mobile Application
Pocket for Sumatra Institute of Technology Students with Goal Directed Design
Approach*

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ABSTRACT

Pocket for ITERA students apps is an Android-based mobile application, which makes it easier for students to access all information about academic or non-academic activities. The Pocket for ITERA students apps was originally designed to meet the needs of the institution without direct research to the main user, that is ITERA students, so the goals and desires of the user have not been achieved. The stages for designing a new user interface recommendation is use the Goal directed design (GDD) approach, which is a method that focuses on the goals the user wants to achieve. Before designing several factors in the user experience which are the benchmarks for evaluating usability based on the problems faced in pocket applications such as ease of use, learnability, user satisfaction, effective. Usability measurement uses 3 methods, system usability scale (SUS), single ease question (SEQ), customer satisfaction (CSAT). The results of the final evaluation on the recommendation for a new user interface design (development product) show an increase in the usability value compared to the existing product.

Keyword: User Interface, User Experience, Goal Directed Design, System Usability Scale, Usability