Figure 1. 1 Search Tracking Page

Figure 1. 2 Result Search Tracking Page
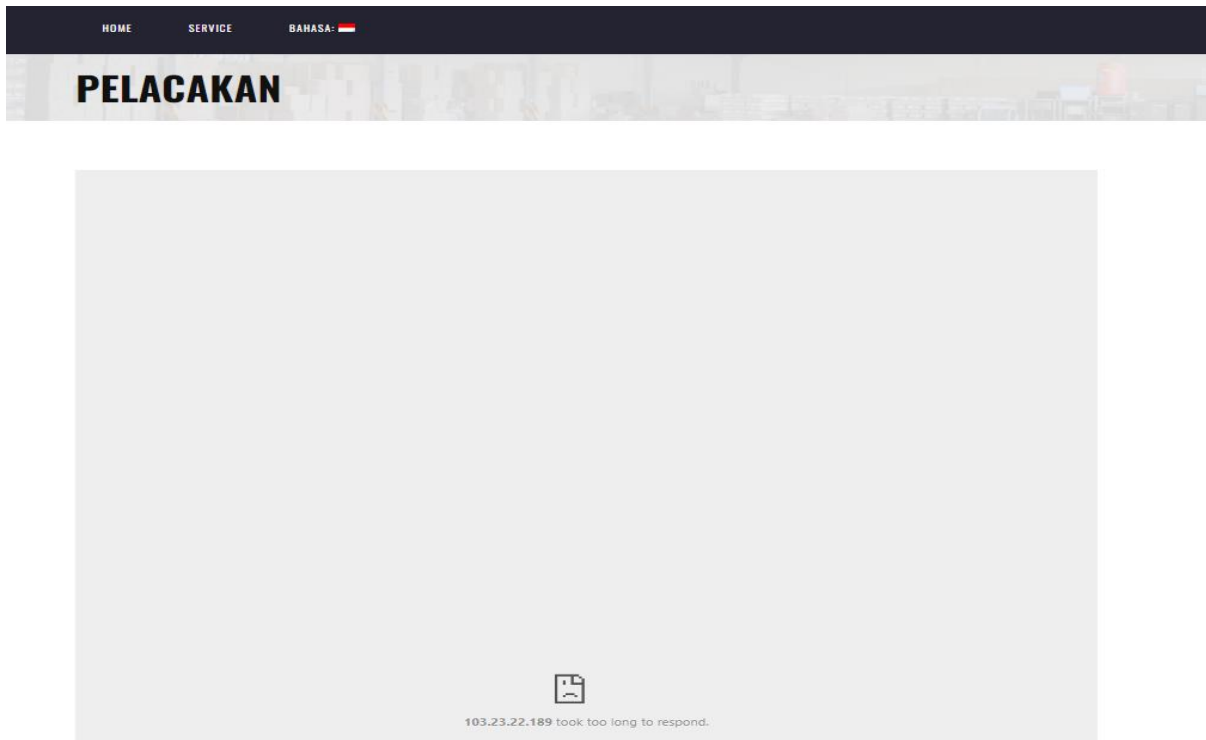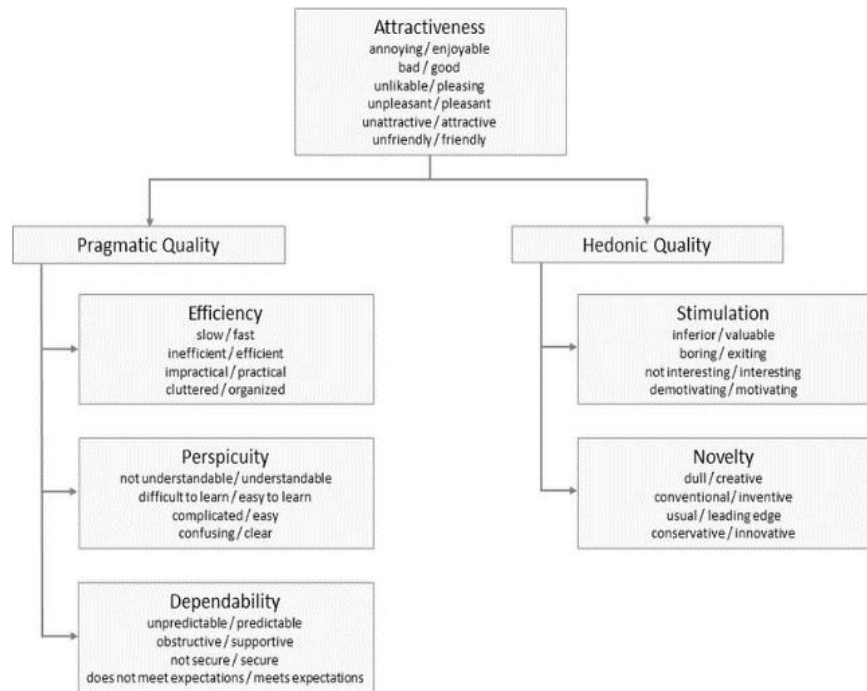

Figure 1. 3 Result Search Tracking Page
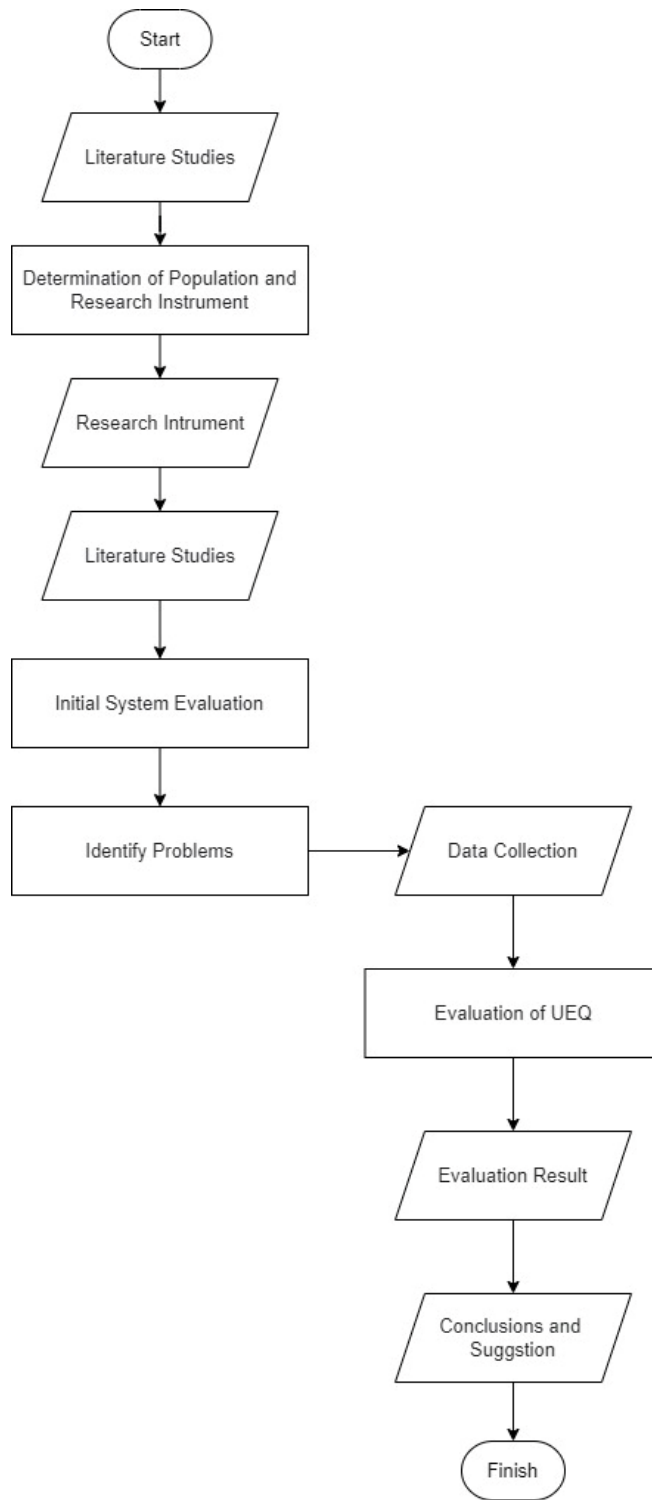
Attractiveness
annoying / enjoyable
bad / good
unlikable / pleasing
unpleasant / pleasant
unattractive / attractive
unfriendly / friendly

Pragmatic Quality

Efficiency
slow / fast
inefficient / efficient
impractical / practical
cluttered / organized

Perspicuity
not understandable / understandable
difficult to learn / easy to learn
complicated / easy
confusing / clear

Dependability
unpredictable / predictable
obstructive / supportive
not secure / secure
does not meet expectations / meets expectations

Hedonic Quality

Stimulation
inferior / valuable
boring / exiting
not interesting / interesting
demotivating / motivating

Novelty
dull / creative
conventional / inventive
usual / leading edge
conservative / innovative

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                    ┌─────────┐
                    │  Start  │
                    └─────────┘
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                  ╱───────────────╲
                 ╱ Literature      ╲
                ╲  Studies         ╱
                 ╲─────────────────╱
                         │
                         ▼
            ┌───────────────────────────┐
            │ Determination of Population │
            │   and Research Instrument   │
            └───────────────────────────┘
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                         ▼
                  ╱───────────────╲
                 ╱ Research         ╲
                ╲  Intrument        ╱
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                  ╱───────────────╲
                 ╱ Literature       ╲
                ╲  Studies          ╱
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            ┌───────────────────────────┐
            │  Initial System Evaluation  │
            └───────────────────────────┘
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            ┌──────────────────┐      ╱───────────────╲
            │ Identify Problems │─────╱ Data Collection ╲
            └──────────────────┘     ╲─────────────────╱
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                                  ┌──────────────────┐
                                  │ Evaluation of UEQ │
                                  └──────────────────┘
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                                             ▼
                                   ╱───────────────╲
                                  ╱ Evaluation       ╲
                                 ╲  Result           ╱
                                  ╲─────────────────╱
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                                   ╱───────────────╲
                                  ╱ Conclusions and  ╲
                                 ╲  Suggstion        ╱
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                                       ┌─────────┐
                                       │ Finish  │
                                       └─────────┘
```

Figure 3. 1 Research Flow

	1 2 3 4 5 6 7	
menyusahkan	OOOOOOO	menyenangkan
tidak dapat dipahami	OOOOOOO	dapat dipahami
kreatif	OOOOOOO	monoton
mudah dipelajari	OOOOOOO	sulit dipelajari
bermanfaat	OOOOOOO	kurang bermanfaat
membosankan	OOOOOOO	mengasyikkan
tidak menarik	OOOOOOO	menarik
tidak dapat diprediksi	OOOOOOO	dapat diprediksi
cepat	OOOOOOO	lambat
berdaya cipta	OOOOOOO	konvensional
menghalangi	OOOOOOO	mendukung
baik	OOOOOOO	buruk
rumit	OOOOOOO	sederhana
tidak disukai	OOOOOOO	menggembirakan
lazim	OOOOOOO	terdepan
tidak nyaman	OOOOOOO	nyaman
aman	OOOOOOO	tidak aman
memotivasi	OOOOOOO	tidak memotivasi
memenuhi ekspektasi	OOOOOOO	tidak memenuhi ekspektasi
tidak efisien	OOOOOOO	efisien
jelas	OOOOOOO	membingungkan
tidak praktis	OOOOOOO	praktis
terorganisasi	OOOOOOO	berantakan
atraktif	OOOOOOO	tidak atraktif
ramah pengguna	OOOOOOO	tidak ramah pengguna
konservatif	OOOOOOO	inovatif

Figure 3. 2 User Experience Questionnaire (UEQ) Parameters
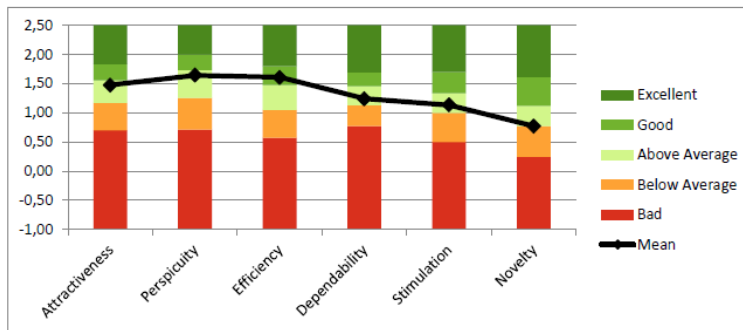
Figure 3.3 Benchmark Graph

Responden Berdasarkan Jenis Kelamin
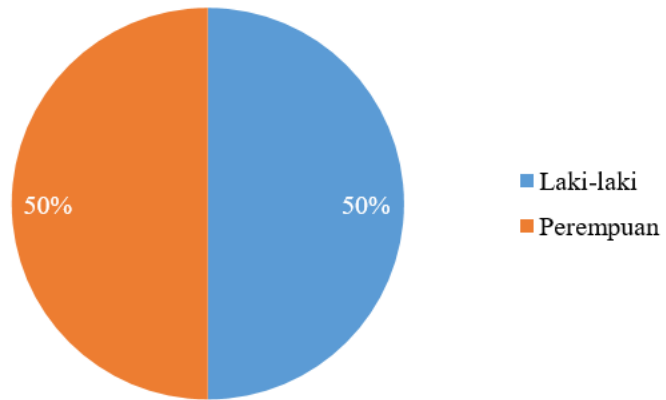
Figure 4. 1 Respondents by Gender

Responden Berdasarkan Usia
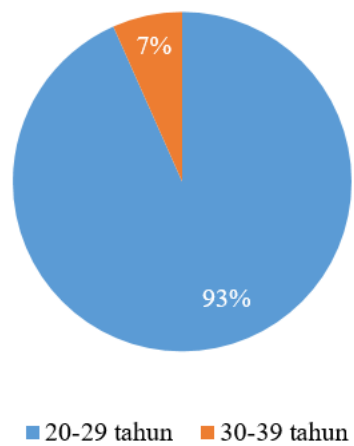
Figure 4. 2 Respondents by Age

Responden Berdasarkan Pekerjaan
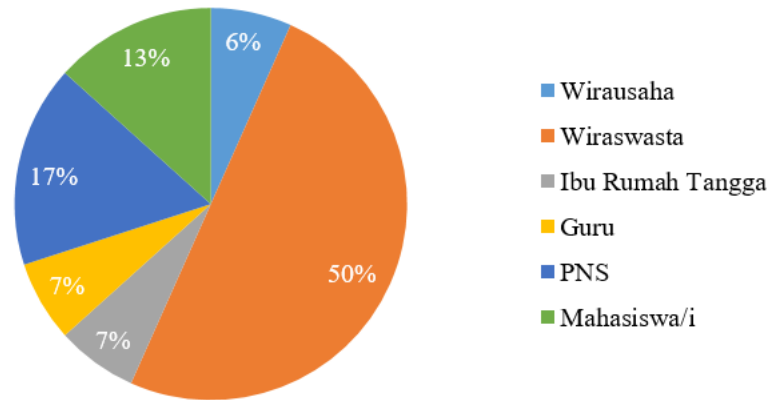
Figure 4. 3 Respondents based on work

Item	Mean	Variance	Std. Dev.	No.	Left	Right	Scale	
1	⬆ 1.0	0.7	0.8	30	annoying	enjoyable	Attractiveness	
2	➡ 0.6	1.3	1.2	30	not understandable	understandable	Perspicuity	
3	⬆ 1.9	1.2	1.1	30	creative	dull	Novelty	
4	⬆ 2.0	1.0	1.0	30	easy to learn	difficult to learn	Perspicuity	
5	⬆ 1.8	0.8	0.9	30	valuable	inferior	Stimulation	
6	⬆ 1.2	1.4	1.2	30	boring	exciting	Stimulation	
7	⬆ 1.4	0.5	0.7	30	not interesting	interesting	Stimulation	
8	⬆ 1.6	0.5	0.7	30	unpredictable	predictable	Dependability	
9	⬆ 2.2	1.0	1.0	30	fast	slow	Efficiency	
10	⬆ 2.1	1.1	1.0	30	inventive	conventional	Novelty	
11	⬆ 0.9	3.2	1.8	30	obstructive	supportive	Dependability	
12	⬆ 2.2	0.6	0.8	30	good	bad	Attractiveness	
13	⬆ 1.6	1.0	1.0	30	complicated	easy	Perspicuity	
14	⬆ 1.7	0.6	0.8	30	unlikable	pleasing	Attractiveness	
15	➡ -0.5	3.4	1.8	30	usual	leading edge	Novelty	
16	⬆ 1.5	0.7	0.8	30	unpleasant	pleasant	Attractiveness	
17	⬆ 2.0	0.9	0.9	30	secure	not secure	Dependability	
18	⬆ 2.2	0.7	0.9	30	motivating	demotivating	Stimulation	
19	⬆ 2.6	0.7	0.8	30	meets expectations	does not meet expectations	Dependability	
20	➡ 0.5	1.1	1.0	30	inefficient	efficient	Efficiency	
21	⬆ 2.3	1.2	1.1	30	clear	confusing	Perspicuity	
22	➡ 0.7	1.2	1.1	30	impractical	practical	Efficiency	
23	⬆ 2.1	0.8	0.9	30	organized	cluttered	Efficiency	
24	⬆ 2.4	0.7	0.9	30	attractive	unattractive	Attractiveness	
25	⬆ 2.4	1.4	1.2	30	friendly	unfriendly	Attractiveness	
26	⬇ -2.1	2.2	1.5	30	conservative	innovative	Novelty	

Figure 4. 4 Mean, Variant, Standard Deviation

UEQ Scales (Mean and Variance)		
Attractiveness	⬆ 1.844	0.27
Perspicuity	⬆ 1.625	0.46
Efficiency	⬆ 1.392	0.29
Dependability	⬆ 1.767	0.49
Stimulation	⬆ 1.650	0.32
Novelty	⮕ 0.333	0.32

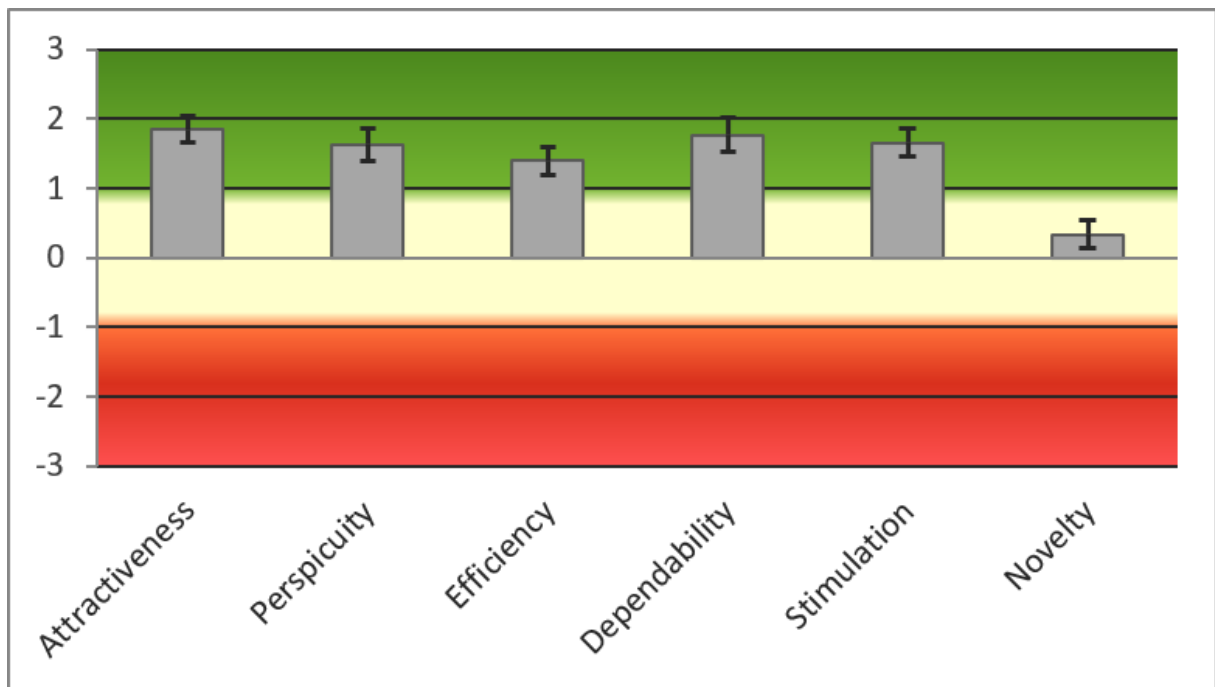Figure 4. 5 Mean and Variance Results
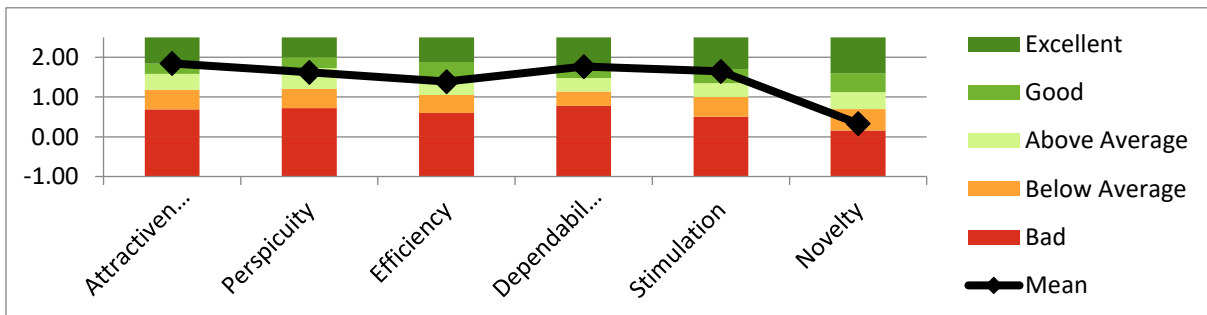

Figure 4. 6 Mean scale value graph
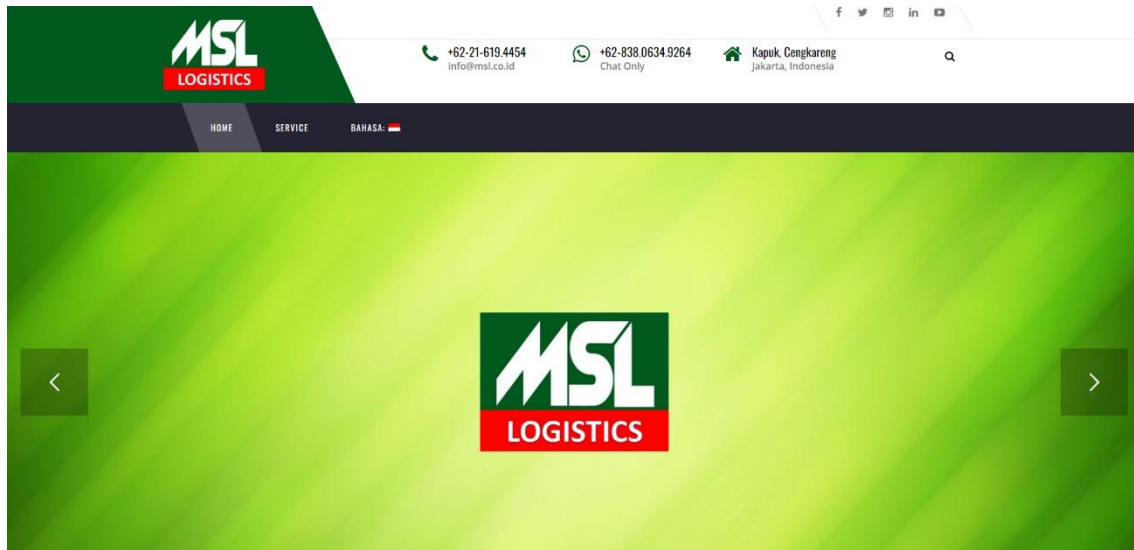

Figure 4. 7 Msl website UEQ value benchmark results
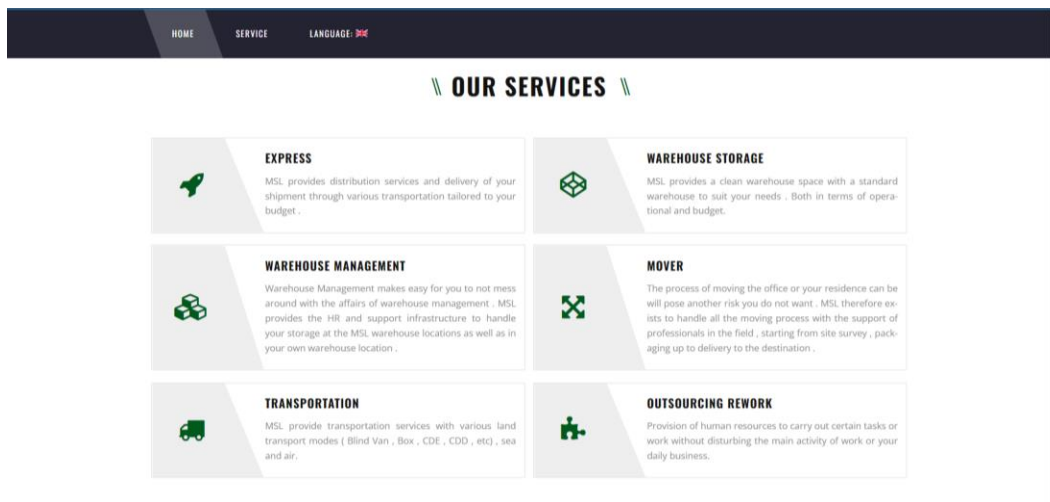
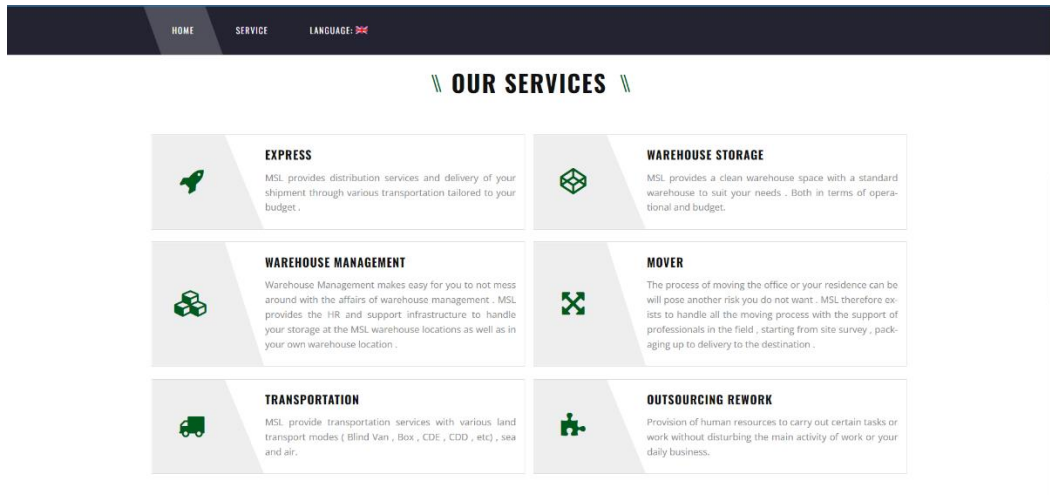Figure 4. 8 Interface MSL website

Figure 4. 8 Menu Service
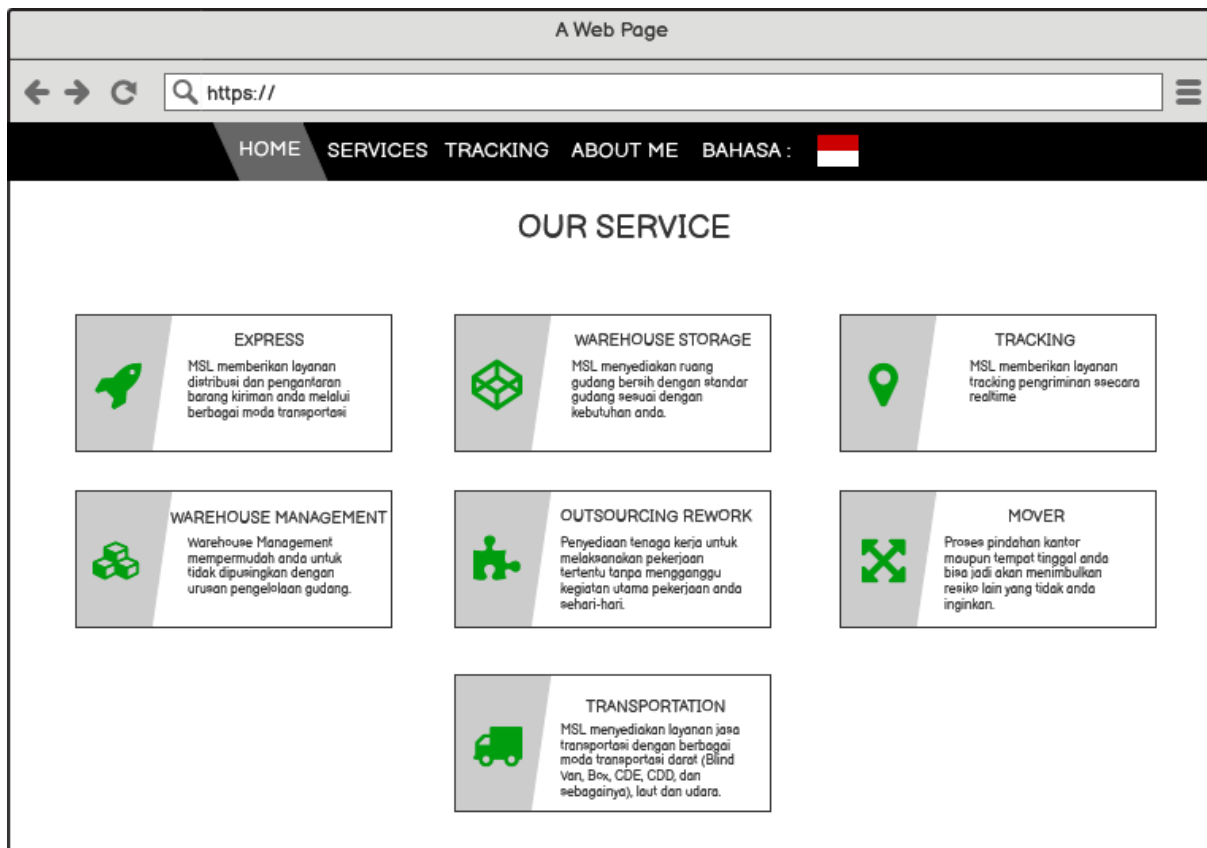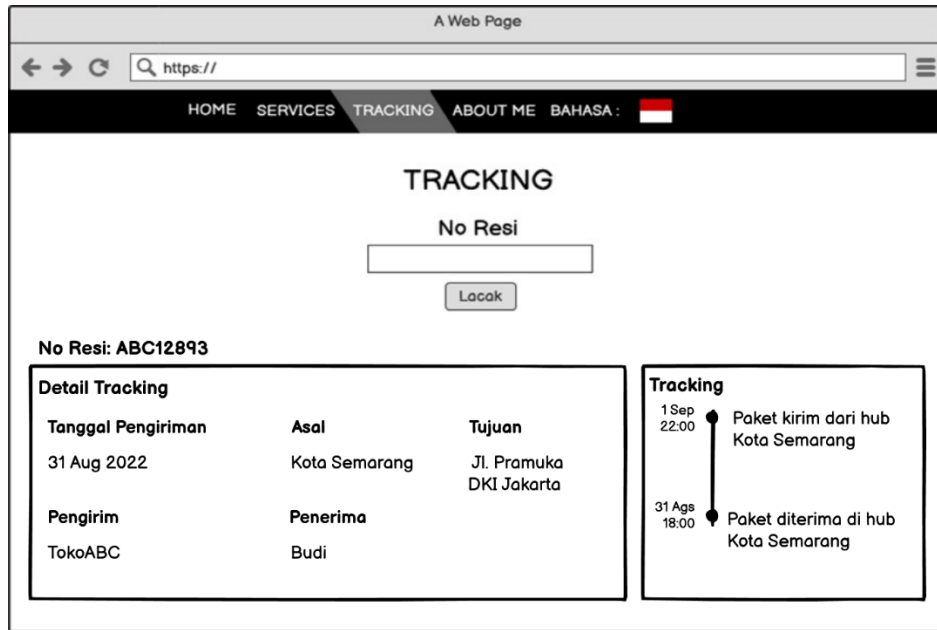
Figure 4. 9 Menu Service

Figure 4. 10 Menu Service Suggestion

Figure 4. 11 Menu Tracking Suggestion