

DAFTAR ISI

ABSTRAK	i
<i>ABSTRACT</i>	ii
LEMBAR PENGESAHAN	iii
LEMBAR PERNYATAAN ORISINALITAS	iv
KATA PENGANTAR	v
DAFTAR ISI.....	vi
DAFTAR GAMBAR	ix
DAFTAR TABEL.....	xi
DAFTAR LAMPIRAN.....	xiv
DAFTAR ISTILAH	xv
BAB I PENDAHULUAN	1
I.1 Latar Belakang.....	1
I.2 Perumusan Masalah.....	6
I.3 Tujuan Penelitian.....	6
I.4 Batasan Penelitian	6
I.5 Manfaat Penelitian.....	7
I.6 Sistematika Penelitian	7
BAB II TINJAUAN PUSTAKA	9
II.1 Penelitian Terdahulu.....	9
II.2 Unit Kegiatan Mahasiswa.....	9
II.2.1 Bidang-Bidang Unit Kegiatan Mahasiswa.....	10
II.3 <i>Website</i>	12
II.4 <i>User Interface</i>	13
II.5 <i>User Experience</i>	15
II.6 <i>User Persona</i>	16
II.7 <i>User-Centered Design</i>	17
II.8 <i>Usability Testing</i>	19
II.9 <i>System Usability Scale</i>	20
BAB III METODOLOGI PENELITIAN	22
III.1 Model Konseptual.....	22
III.2 Sistematika Penyelesaian Masalah	23

III.3	Pengumpulan Data.....	25
III.4	Pengolahan Data atau Pengembangan Produk/Artifak.....	25
III.5	Metode Evaluasi	27
III.6	Alasan Pemilihan Metode.....	27
BAB IV	PENGUMPULAN DAN ANALISIS DATA	29
IV.1	<i>Research User</i>	29
IV.1.1	Survei	29
IV.1.2	Wawancara.....	35
IV.1.3	Persona	35
IV.1.4	Proses Bisnis Eksisting	37
IV.1.5	Proses Bisnis Targeting.....	40
IV.1.6	GAP Analysis.....	43
IV.1.7	Affinity Diagram.....	43
IV.1.8	User Flow	44
IV.1.9	User Journey.....	50
IV.1.10	StoryBoarding.....	51
IV.2	<i>Assess the Situation and Balance & Filter the Design Plan</i>	54
IV.2.1	Functional Analysis.....	54
IV.2.2	Content Analysis	84
IV.3	<i>Build Out an Operative Image</i>	88
IV.3.1	Wireframe	88
IV.4	<i>High Fidelity (Hi-Fi)</i>	114
BAB V	IMPLEMENTASI DAN PENGUJIAN.....	139
V.1	Tujuan Pengujian.....	139
V.2	Profil Sampel.....	139
V.3	Lokasi dan Jadwal	139
V.4	Pengujian	139
V.4.1	Usability Testing	140
V.4.2	Hasil Usability Testing.....	144
V.4.3	System Usability Scale (SUS).....	150
V.4.4	Analisis Hasil System Usability Scale (SUS)	151
V.5	<i>Redesign User Interface</i>	152
V.5.1	Product Design to Meet Requirement	153
V.5.2	Usability Testing	159

V.5.3	Analisis Hasil System Usability Scale (SUS)	163
BAB VI	KESIMPULAN DAN SARAN	165
VI.1	Kesimpulan	165
VI.2	Saran	166
DAFTAR PUSTAKA	167
LAMPIRAN	170
Lampiran A:	Pengumpulan Data.....	170
Lampiran B:	Pengolahan Data	172