

ABSTRAK

ITTelkom Surabaya telah menerapkan teknologi informasi, seperti adanya *website* untuk menyampaikan berbagai informasi kepada pengguna yang membutuhkannya. ITTelkom Surabaya memiliki *website* berkaitan dengan Satuan Penjaminan Mutu dan Perencanaan (SPM) yang disajikan melalui desain *user interface* sederhana, sehingga masih ada beberapa desain yang kurang *user friendly*. Dari permasalahan tersebut, peneliti menggunakan metode *User Centered Design* (UCD) untuk melakukan redesain *website* SPM ITTelkom Surabaya. Luaran yang dihasilkan dari metode ini adalah *User Persona*, *User Flow*, *Sitemap*, *Low-Fidelity Wireframe*, dan *High-Fidelity Wireframe* yang dihasilkan dari empat tahap utama UCD yakni *Understand context of use*, *Specify user requirements*, *Design solutions*, dan *Evaluate against requirements*. Pada prosesnya, peneliti menerapkan *Mixed Method* yang merupakan gabungan dari sebuah metode penelitian yang berfokus pada penggalian data berupa wawancara (kualitatif) dan analisis pengumpulan data berupa angka (kuantitatif). Ketika penggalian data, dilakukan melalui wawancara kepada beberapa pihak terlibat meliputi *user interview* dan *developer interview*, sedangkan pengumpulan data berupa angka dilakukan dengan pengukuran *usability* melalui *Maze Usability Testing* dan *System Usability Scale* (SUS). Dari hasil pengukuran *usability* desain awal, *Maze Usability Testing* memperoleh 67,77 poin sedangkan SUS memperoleh skor 50,5 termasuk kategori *poor*. Kedua hasil tersebut membuktikan bahwa *website* SPM ITTelkom Surabaya memerlukan redesain pada tampilannya, sehingga dilakukan redesain tampilan dan pengukuran *usability* desain akhir dengan hasil yang meningkat yakni pada *Maze Usability Testing* memperoleh 96.25 poin, sedangkan untuk SUS memperoleh skor 76,16 termasuk kategori *good*. Dari hasil akhir tersebut, membuktikan bahwa redesain *website* SPM ITTelkom Surabaya telah berada di atas rata-rata skor *usability*, sehingga dapat membantu meningkatkan kenyamanan pengguna.

Kata Kunci: Redesain, *Website*, *User Interface*, *User Experience*, *User Centered Design*

ABSTRACT

ITTelkom Surabaya has implemented information technology, such as a website to convey various information to users who need it. ITTelkom Surabaya has a website related to the Planning and Quality Assurance Unit (SPM) which is presented through a simple user interface design, so there are still some designs that are less user friendly. From these problems, researchers used the User Centered Design (UCD) method to redesign the SPM ITTelkom Surabaya website. The outputs generated from this method are User Persona, User Flow, Sitemap, Low-Fidelity Wireframe, and High-Fidelity Wireframe resulting from the four main stages of UCD namely Understand context of use, Specify user requirements, Design solutions, and Evaluate against requirements. In the process, the researcher applies the Mixed Method which is a combination of a research method that focuses on extracting data in the form of interviews (qualitative) and analyzing data collection in the form of numbers (quantitative). When collecting data, it was carried out through interviews with several parties involved including user interviews and developer interviews, while data collection in the form of numbers was carried out by measuring usability through Maze Usability Testing and the System Usability Scale (SUS). From the results of the initial design usability measurement, Maze Usability Testing obtained 67.77 points while SUS obtained a score of 50.5 including the poor category. These two results prove that the SPM ITTelkom Surabaya website requires a redesign in appearance, so a redesign of the appearance and usability measurement of the final design is carried out with increased results, namely in Maze Usability Testing obtaining 96.25 points, while for SUS obtaining a score of 76.16 including the good category. From these final results, it proves that the redesign of the ITTelkom Surabaya SPM website has been above the average usability score, so it can help improve user comfort.

Keywords: *Redesign, Website, User Interface, User Experience, User Centered Design*