ABSTRACT

ANALYSIS OF USER EXPERIENCE (UX) USING THE HEURISTIC EVALUATION METHOD ON THE MUSTIKA GROUP WEBSITE

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Search engines such as Google are the main tool for finding information. Even though the internet is widely used by companies, such as Mustika Group, to increase sales through online platforms, success still depends on efficient interface design. This research focuses on evaluating user experience on the Mustika Group website using the Heuristic Evaluation method. The results showed several problems, including unclear information, unclear company logos, and users' difficulty in finding product information. The problem formulation includes difficulty for users to detect services, lack of visual information about the company logo, lack of clarity regarding the product. The aim of the research is to evaluate usability and provide recommendations to improve user experience and website effectiveness. Research limitations involve the Heuristic Evaluation method on the Mustika Group website with a focus on ten heuristic principles. The benefits of the research include improved website usability, increased sales effectiveness, increased corporate reputation and contributions to the usability and interface design literature. This research also describes the subject and object of research as well as the System Usability Scale (SUS) measurement method used. The result of the usability evaluation on the initial design obtained a score of 65 with the adjective "OK" and grade D. After evaluation and re-design, the score increased to 76 with the adjective "Good" and grade C. It is hoped that the implementation of the redesign result can be carried out by website developers to increase overall user satisfaction.

Keywords: Heuristic Evaluation, Property, System Usability Scale, User Experience, Website.