

ABSTRACT

The New Student Admission (SMB) website of Telkom University is one of the main platforms for students and their parents to access academic and administrative information. However, some users especially parents who use mobile devices still face difficulties when using the website. This study aims to evaluate the user experience (UX) of the SMB mobile website by using two methods: the User Experience Questionnaire - Short Version (UEQ-S) to measure users' overall impressions, and task-based usability testing using Maze to observe how users actually interact with the website. Ten parents participated in the study. They were asked to complete four common tasks, such as finding information about study programs, tuition fees, admission tracks, and contact details. The results from UEQ-S showed a Pragmatic Quality score of 0.575 and a Hedonic Quality score of 0.475, which means that users generally had a neutral-to-positive experience. However, data from Maze revealed some real challenges, such as a high rate of misclicks (up to 91.1%) and long interaction times, suggesting that certain parts of the website are not yet easy to use. The combination of UEQ-S and Maze results showed that users may feel the website is easy to use, but still face obstacles when actually using it. Based on this, the study recommends improvements such as clearer navigation, better mobile design, faster performance, and more consistent layouts across devices. These findings can help make the SMB website more user-friendly and accessible especially for parents.

Keywords: User Experience, Usability Testing, UEQ-S, Maze, Mobile Website