

ABSTRACT

Administrative population services are a vital component of public services that directly interact with the community. In Jabung Village, Talun Sub-district, Blitar Regency, the document processing system remains manual, causing residents to often face difficulties in understanding procedures, requiring them to visit the village office in person, and lacking clear information regarding the status of their applications. In line with digitalization efforts, there is a need for a service system that is not only functional but also user-friendly. Dzikri (2024) reported that in a user experience survey of the E-Open DISDUKCAPIL Bekasi application, three UX aspects were rated below average: clarity, efficiency, and stimulation, while three others were rated poorly: attractiveness, accuracy, and novelty. This study aims to design a user interface (UI) and user experience (UX) for a web-based administrative population service using the Design Thinking approach. Validation was conducted through usability testing using the Task Scenario and User Experience Questionnaire (UEQ) methods, involving five residents and one village official. The test results on the Jabung Digital interface showed a task success rate of 98.46% with an average completion time of 65.29 seconds, reflecting strong learnability and efficiency. The average number of clicks per task was 27.2, slightly exceeding the benchmark of 28.8, with an error rate of 1.4 indicating potential confusion in some UI elements. For the village official role, all tasks were completed successfully, though with high click counts and an error rate of 4.7, largely due to a lack of understanding of the task flow. Satisfaction measurement through UEQ yielded good to excellent scores in attractiveness, clarity, efficiency, and novelty, although accuracy and stimulation were not optimally measured.

Keywords : Population Administration Services, UI/UX, Design Thinking, Task Scenario, User Experience Quistionnaire.