ABSTRACT

USABILITY TESTING ANALYSIS USING COGNITIVE WALKTHROUGH METHOD ON ITTP PKL WEBSITE

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One of the most commonly used internet technology developments today is the website. The website acts as a medium for spreading information widely and thoroughly, ensuring that information can reach many people easily. For example, at the Telkom Purwokerto Institute of Technology to convey information and process data on students who are carrying out street vendors. A good website must be accessible easily and quickly because it prioritizes user convenience so it doesn't cause difficulties. Therefore user convenience is a top priority in developing a website. The purpose of this study is to analyze usability testing on the ITTP Informatics PKL website and provide recommendations for improvements to the constraints experienced by users. The research will use the cognitive walkthrough method and the usability aspects tested are learnability, effectiveness, and efficiency. Based on the analysis conducted, this study produced a learnability percentage of 100% because all task scenarios could be completed by all respondents, good effectiveness because there were no errors when working on task scenarios and efficiency with an average time spent of 16.6 seconds and there were 5 recommendations improvements, 3 of which are system improvements and 2 more recommendations are user interface improvements.

Keywords:Technology, website, usability