ABSTRACT

DESIGN OF SURVEY WEBSITE
WITH GAMIFICATION IMPLEMENTATION
USING SCRUM METHOD

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A survey is a method used to collect data. Surveys can be conducted in various ways, for example, surveys are conducted manually or online with the help of a website. However, filling out surveys using website assistance often causes the phenomenon of survey fatigue which occurs when respondents are not motivated to participate in filling out surveys or feel bored when carrying out surveys. Innovative and non-boring survey techniques can be done such as the application of gamification to avoid feelings of boredom when carrying out surveys. This research aims to design and build a survey website with the application of gamification using the scrum method. The gamification elements applied are experience, level, leaderboard and badge. The results of the research testing are in the form of functionality analysis using black box testing and user satisfaction assessment using the system usability scale method. The test results using black box testing got a percentage of 100% using browsers, namely Chrome and Firefox, which can be concluded that the survey website that has been built can run well. The results of the user satisfaction assessment using the usability scale system got a total average score of 66.66 or in the grade scale is D.

Keywords: Gamification, Scrum method, Survey website, Black box testing, System usability scale.