ABSTRACT

REDESIGN AND EVALUATION OF CAREER DEVELOPMENT CENTER ITT WEBSITE UI/UX USING THE DESIGN THINKING METHOD

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At the Telkom Purwokerto Institute of Technology there is a website for alumni called the ITTP Career Development Center. The main programs of the Career Development Center are tracer alumni, tracer users of alumni and developing the technical skills of alumni. Tracer studies or "follow up" surveys are data collection or tracking of alumni. The appearance on the CDC website must be updated again and be more user-friendly so as not to seem confusing. Based on the results of the first questionnaire, the average score for SUS was 54, so a Ukang design with good UI was needed to increase the SUS score. This study uses the Design Thinking method and evaluates using the SUS questionnaire and the Performance Matrix for alumni of the Telkom Purwokerto Institute of Technology which produces two views, namely before and after logging in. In the section before logging in, there is a career day 2023 menu, hiring campus, galleries, job vacancies, and login. In the section after login, there is a career day 2023 menu, hiring campus, galleries, job vacancies, tracers, and profiles. The results of the redesign that have been carried out with design improvements are then implemented into the display from the user side (front-end). The results of the usability testing evaluation using the help of the Maze.co website obtained a score of 65 out of 30 testers. After testing, the respondents filled out the second SUS questionnaire and obtained an average score of 82 so that the second SUS questionnaire experienced an increase in the SUS value aspect. This assessment indicates that the redesign on the ITTP CDC website is good and accepted by users, and is in grade A and gets excellent ratings.

Keywords : *Design Thinking, Performance Matrix, SUS, Tracer Study, UI/UX*