ABSTRACT

DESIGN AND EVALUATION OF WEBSITE UI/UX COMPLAINTS OF WOMEN AND CHILDREN IN BANYUMAS DISTRICT WITH THE DESIGN THINKING METHOD

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DPPKBP3A (Department of Population Control and Family Planning, Women's Empowerment and Child Protection) and UPTD PPA (Regional Technical Implementation Unit for Child Protection and Empowerment) of Banyumas Regency are government agencies tasked with providing services and protection to women and children in Banyumas Regency. Based on data available in Datadoks, it is stated that Banyumas Regency has the highest level of violence in Central Java. Until now, there are still many people who do not know how to report cases of violence they experience and think that making a complaint requires costs and is inefficient because the complaint process is carried out directly to the relevant institution. Based on the existing problems, it is necessary to design a website called SIPAA with a user interface and user experience that suits the needs and satisfaction of users. This website design applies the design thinking method so that it is able to produce the appearance of the website that users need. This design produces two frontend-based views, namely user and admin views. The results of the tests carried out by usability testing through the distribution of SUS heatmaps and questionnaires, obtained an average SUS score of 80.97 grade A based on grade scale, excellent rating based on adjective rating, and included in the acceptable range based on acceptability ranges so that it indicates if SIPAA website can be accepted by users. Improvements were also made in research by analyzing the results of user feedback based on priority levels. Based on the research conducted, it is known that website design can improve the dissemination of information and facilitate complaints for its users.

Keywords: *complaints, design thinking, SUS, user interface, user experience*