

ABSTRACT

APPLICATION OF THE HEURISTIC EVALUATION METHOD IN ANALYSIS OF THE TEGAL DISTRICT USABILITY WEBSITE OF KOMINFO

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The website of the Tegal Regency Communication and Informatics Office (Kominfo) is a channel for government information to the public. However, the lack of evaluation conducted since 2018 until now has resulted in an unoptimised user experience and limited effectiveness of the information delivered. Therefore, this research aims to design and build a website interface for the Tegal Regency Communication and Informatics Office that is able to provide optimal services for users using the heuristic evaluation method and website redesign with design thinking. The proposed solution was to distribute heuristic questionnaire questionnaires to five experts or experts in the field of website development. The results of this questionnaire gave an overall average score of 0.7133, indicating a significant need for change and improvement. Based on the results of this evaluation, a design thinking approach was used to direct the redesign process. The redesign process involved several stages of design thinking, including in-depth understanding of user needs, gathering innovative ideas, and prototype experimentation. The use of the heuristic questionnaire method also continued in this stage to measure the success of each prototype iteration. The final test results showed an overall mean score of 0.02, indicating significant improvements in terms of appearance and user experience.

keyword: *Website Kominfo, evaluation, redesign, Heuristic Evaluation, Design Thinking*