

ABSTRACT

IGRACIAS MOBILE APPS UI/UX DESIGN IMPROVEMENT USING USER CENTERED DESIGN METHOD

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Telkom Purwokerto Institute of Technology is a private university that has implemented information technology in academic operations, iGracias is an Integrated Information System that is used to support the academic process. There are two versions of iGracias, namely the website and mobile apps versions. Pre-research data shows that there are still a number of problems encountered by users on iGracias mobile apps such as menus that don't work yet for problems related to user experience that are felt by users when carrying out GPS presence it is still inaccurate in detecting location, the placement of design components is less organized well. Based on the user interface, iGracias mobile apps are quite consistent but still have notes such as colors on some design components such as cards and the use of icons that are still inconsistent. Based on these problems, the research focuses on improving the UI/UX design of iGracias mobile apps using the User Centered Design method. The User Centered Design method has 4 stages namely Understand Of Use, Specify User Requirements, Design Solutions, and Evaluate Against Requirements. These stages can support the design improvement process in an appropriate and efficient manner because they are oriented to the problems faced by users. In the Evaluate stage of the UCD method, usability testing is required using the System Usability Scale method with the aim of knowing how optimal the design is. The results of this study are design recommendations that have been iterated and through the calculation process using the SUS method. Respondents who carried out usability testing were 31 respondents with a result of 76.6 points rounded up to 77 points for a SUS score or grade "B". " which means that the improved design of the iGracias mobile apps can be well received by users and for the level of eligibility it is at the "Passive" level meaning that it fulfills user satisfaction but is less enthusiastic about the experience that is felt indicating the satisfaction experienced by users and the possibility of promotions being carried out.

Keywords: Design Improvement, iGracias, UI/UX, User Centered Design, System Usability Scale.