ABSTRACT

IMPROVING USER INTERFACE (UI) AND USER EXPERIENCE (UX) ON CRUNCHYROLL APPLICATION USING HUMAN CENTERED DESIGN (HCD) APPROACH

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The internet is one of the fastest growing technologies in the world, especially in Indonesia. The presence of internet users has brought many innovations through media convergence. One media approach is the birth of video on demand, namely the Crunchyroll App. The Crunchyroll application is a well-known streaming platform for watching anime. The features contained in the Crunhcyroll application include Streaming anime, Subtitles, Simulcast Season, High video quality, and Anime library. Apart from providing streaming services and downloading videos offline, there are still Crunchyroll App users who complain about the user interface. Based on the results of distributing pre-research questionnaires with the results of respondents agreeing that the appearance of the application is not easy to understand, confusing users. Some of the problems identified include the font size being too small, the app's appearance and features looking less modern, the app's appearance not matching the anime theme, as well as the Crunchyroll App's appearance being less appealing, such as the app's appearance not being well organized. Therefore, research was conducted to improve the User Interface (UI) and User Experience (UX) of the Crunchyroll App. The method used to improve the Crunchyroll App User Interface (UI) is the Human Centered Design (HCD) method. Human Centered Design (HCD) is an interactive system development method that focuses on user needs. The stages of the Human Centered Design (HCD) method used in this research are Inspiration, Ideation, and Implementation. This research produces a new User Interface (UI) on the Crunchyroll Application which is improved according to the results of Inspiration and the results of improvements to the appearance of the Crunchyroll application get positive feedback from users.

Keywords: Human Centered Design (HCD), User Experience (UX), User Interface (UI)