ABSTRACT

"DESIGNING UI & UX FOR AN ONLINE SURVEY WEB USING HUMAN CENTERED DESIGN (HCD)"

By

Muhamad Fernandy

20103134

In the current digital era, finding suitable respondents to fill online questionnaires poses a challenging task. Conducting surveys on existing platforms typically reveals a lack of features dedicated to effectively sourcing respondents. While these platforms may facilitate questionnaire creation, they often fall short in providing solutions for efficient respondent identification. Therefore, there is a need for a platform that streamlines the process of finding targeted respondents to enhance the efficiency of data collection and simplify the data processing phase. The foundation of such a survey platform requires a User Interface design that is both visually appealing and user-friendly, supported by a seamless User Experience for platform users. This research adopts a Human Centered Design (HCD) approach to craft the user interface and user experience for the 'Questrade' platform. Questrade serves as a platform that connects questionnaire creators with relevant respondents, enabling the completion of surveys by individuals who meet the survey requirements. The objective of this study is to design the User Interface for the Questrade platform. Subsequently, usability testing has been conducted on the developed User Interface. The results of the usability testing indicate that the previously created Questrade website's UI/UX design yields a user-friendly interface. This study reveals that the UI and UX prototype of the Questrade platform received a high usability rating from users, specifically 89.54%. This fact illustrates that the designed UI and UX elements can be easily utilized by prospective users.

Keywords : Human Centered Design (HCD), UI/UX, *Online Survey, Respondent.*