ABSTRACT

UI/UX DESIGN USING TASK CENTERED SYSTEM DESIGN (TCSD) AND USER EXPERIENCE QUESTIONNAIRE (UEQ) METHODS on the banyumaskab.go.id WEBSITE

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The development of information and communication technology is growing rapidly through the dissemination of website-based information. The banyumaskab.go.id website is a government website that provides public information services. The problems with the banyumaskab.go.id website include the appearance of the website being less attractive, this is based on the words of one of the managers of the banyumaskab.go.id website. and based on the results of a questionnaire to 100 respondents. On this website there are also many menus and pages that have not been filled in and there is less updated information. Based on these problems, it is necessary to design the UI/UX of the banyumaskab.go.id website. UI/UX design uses the Task Centered System Design (TCSD) method, this method can help identify user needs for each task when creating a display that is easier to use and user friendly. User interface measurements have been designed using the User Experience Questionnaire (UEQ) method. The User Experience Questionnaire is an assessment tool used to measure user experience on websites. The results of the User Experience Questionnaire test on the designed user interface show that the average value of each scale on the website has attractiveness, perspicuity, efficiency, dependability, stimulation, novelty. which shows the Above Average level.

Keywords: Design, Government, User Experience Questionnaire, Task Centered System Design, Website