

ABSTRACT

IMPLEMENTATION OF USER EXPERIENCE QUESTIONNAIRE METHOD FOR USER EXPERIENCE EVALUATION OF SMKN 1 TORAJA UTARA WEBSITE

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In today's computerized era, websites have become a very important means of managing information systems. The website provides features and designs that suit certain data input needs, providing ease, speed, and accuracy in data processing. The use of the website has been widespread in various agencies, institutions, and companies, both private and government. User Experience plays an important role in the success of a product or software. UX refers to the experience felt by users when using the product. To measure and evaluate UX, the User Experience Questionnaire (UEQ) measurement method is used. UEQ is an efficient and fast measurement method for calculating the value of user experience through questionnaire filling. The research was conducted at SMKN 1 Toraja Utara, a vocational secondary education institution (SMK) with accreditation A. The results of the pre-research survey on the SMKN 1 Toraja Utara website also showed that there were several features that were empty or unfilled with content, which could have a negative impact on user experience and school image. The purpose of this study is to obtain a user experience assessment based on 6 aspects using the User Experience Questionnaire (UEQ) method on the SMKN 1 North Toraja website, as well as identify which aspects need to be improved or improved in the development of the SMKN 1 North Toraja website. The results of this study will provide recommendations that can be a reference for SMKN 1 Toraja Utara in developing their website, with the aim of improving user experience and the effectiveness of using the SMKN 1 Toraja Utara website.

Keywords: SMKN 1 Toraja Utara, UEQ, User Experience, Website