ABSTRACT

REDESIGN USER EXPERIENCE ON VILLAGE WEBSITE USING HUMAN CENTERED DESIGN METHOD (CASE STUDY OF CIKEMBULAN VILLAGE

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In the increasingly advanced digital era, information systems have become an important component in various areas of life, including at the village level. The Village Information System (SID) or village website is an important means for village government to provide information and services to the community. Cikembulan Village is a village in Pekuncen sub-district, Banyumas, Central Java. The Cikembulan Village Government publishes a website for the benefit of disseminating information and communication with the Cikembulan Village community. Based on the results of interviews with the village head and 98 respondents who filled out the questionnaire, it indicated that there were still several website displays that needed to be improved. To fix problems with the appearance of the Cikembulan Village website, what is provided is to solve and improve the user experience. The method used in this research is Human Centered Design which has 4 stages, namely understanding and determining the context of use, determining user needs, producing design solutions, and evaluating the design. The resulting system design is a high fidelity prototype, which is then evaluated using usability techniques using the System Usability Scale (SUS) and User Experience Questionnaire (UEQ) questionnaires to produce user experience. Meanwhile, for sampling, purposive sampling was used with a total sample of 98 respondents distributed through a survey using Google Form. In the final evaluation, the improvement results were 41.65 with grade F to 77.95 which is acceptable with grade B. Meanwhile, UEQ showed that all parties experienced an increase in very good and good criteria, which means that the user experience redesign can resolve existing problems on the website and improve user experience.

Keywords: User Experience, HCD, website