

ABSTRACT

REDESIGN CANVAS WEBSITE USING DESIGN THINKING AND USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD

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Information technology is a basic human need in every field, one of which is education. Now the education sector has a policy regarding Merdeka Belajar Kampus Merdeka (MBKM). Online learning platforms are widely used by students to support the MBKM program. Based on the results of an initial survey of 30 respondents who participated in the MBKM program in the 4th Batch at PT Zona Edukasi Nusantara 2023, it provides information that there is a need for improvement or rede-sign on the Canvas Instructure website. On the basis of the problems conveyed by respondents through surveys and interviews, this research is used to evaluate and redesign the Canvas Instructure website. This research aims to evaluate system performance based on user experience in the Canvas Instructure website redesign process. The redesign method uses design thinking with design testing using the User Experience Questionnaire (UEQ). After redesigning the Canvas Instructure website, positive results were obtained. For the Attractiveness scale, the results are Excellent with an average value of 2.21; the Perspicuity scale gets Excellent results with an average value of 2.31; the Efficiency scale gets Excellent results with an average value of 2.27; the Dependability scale gets Excellent results with an average value of 2.26; the Stimulation scale gets Excellent results with an average value of 2.25; and finally the Novelty scale gets Excellent results with an average value of 2.08. Based on the discussion above, 6 scales with Excellent results are obtained.

Keywords: *Canvas Instructure, Design Thinking, Redesign, User Experience, User Experience Questionnaire (UEQ)*