

ABSTRACT

PROTOTYPE DESIGN OF ANDROID-BASED ITTPIZEN APPLICATION USING USER EXPERIENCE LIFECYCLE METHOD (Case study of IT Telkom Purwokerto Civitas)

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The development of information technology is currently taking place rapidly in Indonesia, one of which is the development of digital information media such as social media used by universities to help disseminate efficient information. Telkom Institute of Technology Purwokerto is a good university governance institute in Central Java that has expertise in developing science based on information technology. However, the civitas Institut Teknologi Telkom Purwokerto which includes students, lecturers, alumni and staff have problems in selecting relevant information according to the desired information category and media to be able to connect with fellow civitas on the platform utilized by the institute, it was stated through a questionnaire distributed to 60 respondents consisting of 30 students, 10 lecturers, 15 alumni of the Software Engineering study program and 5 staff. Therefore, information technology can be updated so that the effectiveness in the use of information media can increase so that users can use the platform by developing android-based applications. Based on the existing problems, research was conducted to design an android-based ITTPizen application prototype using the User Experience Lifecycle (UXL) method which has four stages, namely understand needs, design solutions, prototype candidates and evaluate UX. The results of the prototype were then tested on users using observation techniques and questionnaires. In measuring usability, the prototype produces task success of 98.26%, error produces 0% and time-based efficiency produces 84.21% where the results are absolute in the ease of users in finding information. Then, the evaluation stage applies the User Experience Questionnaire (UEQ) method with an average score of the "Attractiveness" category resulting in an average score of 2.38. The "Perspicuity" category obtained an average score of 2.33. The "Efficiency" category obtained an average score of 2.38. The "Dependability" category earned an average score of 2.06. The "Simulation" category resulted in an average score of 2.20. And the "Novelty" category produces an average score of 1.55. The average UEQ result for each category is > 0.8, which results in a positive category.

Keywords: Android, Information Media, Prototype, User Experience Lifecycle (UXL), User Experience Questionnaire (UEQ)