

ABSTRACT

KAMPUS GRATIS *WEBSITE REDESIGN USING USER CENTERED DESIGN METHOD*

By

Adhit Fatwa 20104004

In the era of globalisation, the development of information technology has significantly impacted the education sector. Technology enables greater accessibility to educational resources for both learners and non-students, without geographical, financial or time constraints. Online learning platforms and other e-education resources have opened up new opportunities in education. Informal education, such as daily experiences, social interactions, reading books, watching educational videos and participating in online learning communities, is also an important part of individual formation. This approach sees education as a holistic process that involves an individual's entire life, rather than being limited to the formal curriculum in higher education. The Kampus Gratis Website is one of the platforms used for informal learning, especially for high school and vocational school graduates in PT Menara Indonesia. However, based on survey results, there are several problems faced by users, such as difficulty viewing assignment information, redundant assignment features, and the need for Campus Events features. To address these issues, this research uses the User Centred Design (UCD) method to create a better user interface design model and user experience. This process involves evaluating user satisfaction using the User Experience Questionnaire (UEQ). If we look at the benchmark scores of the initial design, which are Attractiveness 0.65, Clarity 1.17, Efficiency 1.05, Accuracy 0.68, Stimulation 0.64, and Novelty 0.54, and then compare them with the benchmark evaluation of the latest design which has an average score of Attractiveness 1.74, Clarity 1.84, Efficiency 1.68, Accuracy 1.55, Stimulation 1.57, and Novelty 1.62, we can conclude that the new design has achieved 5 Good and 1 Excelent scales. This shows that the new design of the Kampus Gratis Website has improved compared to the previous design.

Keywords : *Learning Management System (LMS), Kampus Gratis, Website, User Centered Design*