

ABSTRACT

DESIGN OF BADMINTON COURT RENTAL WEBSITE GOR BANTERAN VILLAGE USING USER CENTERED DESIGN (UCD)METHOD (Case Study: GOR Purwawidjaya Banteran)

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GOR Purwawidjaya is a sports hall located in Banteran village. Currently, they only have one manager to manage three badminton courts but they tend to have shortcomings, especially in the rental process service. People carry out field rental activities only via WhatsApp or coming directly to the place, but this is less efficient because sometimes there are misunderstandings between managers and tenants due to schedules not being recorded systematically. Therefore, research is needed to build a website with a concept determined by GOR Purwawidjaya. This research was carried out using the User Centered Design (UCD) method which focuses on user needs so that the design process involves potential users in the process, this aims to reduce the user's inability to use the website later. The testing technique used in this research is the User Experience Questionnaire (UEQ) to measure user experience so that the level of success of a website can be determined. The conclusions obtained from the UCD results were to answer the Purwawidjaya GOR's problems, namely providing login and registration features, online field rental features, displaying real-time match schedules, providing academy and competition features, and displaying various Purwawidjaya GOR facilities. Meanwhile, the results of the UEQ evaluation test are the attractiveness aspect with an average of 2.37, the perspicuity aspect with an average of 2.14, the efficiency aspect with an average of 2.25, the dependability aspect with an average of 2.23, the stimulation aspect with an average of 2.31, the novelty aspect with average -average 2.00. The six aspects of UEQ are in the Excellent benchmark category so it can be concluded that the test obtained positive results.

Keywords: Gor, Field, User Centered Design, User Experience Questionnaire, Website, WhatsApps