

ABSTRACT

UI/UX DESIGN FOR CUSTOMER EXPERIENCE WEBSITE ON RURAL INTERNET SERVICES PROVIDER USING USER CENTERED DESIGN

METHOD

By

Ardia Salsabila Syafira

18103037

PT. Telkom Satellite Indonesia or Telkomsat is a subsidiary of Telkom which is engaged in providing satellite-based telecommunications services. Telkomsat requires a response from customers regarding the services provided to customers when they finish handling complaints from customers. This response is useful for measuring the services that Telkomsat has provided to customers. Generally, assessing handlers is still done manually directly to a technician or to the office. Telkomsat wants customers to be able to assess services through the website that will be provided then Telkomsat can see how customers respond to the services that have been provided using the net promoter score model. the provider uses a user-centred design method. The user-centered design method in designing user interfaces consists of steps, specify the context of use, specify user and organizational requirements, produce design solutions and evaluate designs. The results of this study ranging from design to testing, namely usability testing using Maze, the results obtained were web admin 90 and user 70. In the data analysis of the usability test questionnaire results on the learnability aspect and total memoryability the overall average on the web admin obtained 93,75% and on web users 93,33% said it worked.

Keyword : User Interface, User Experience, Telkomsat, User centered design, Maze Design