

ABSTRACT

EVALUATION OF WEBSITE USER EXPERIENCE USING USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD (CASE STUDY: FAKULTAS INFORMATIKA INSTITUT TEKNOLOGI TELKOM PURWOKERTO)

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The Faculty of Informatics (FIF) is one of the faculties that utilizes website technology at the Insitut Teknologi Telkom Purwokerto (ITTP). There is a problem on the FIF website, which is the control experienced with the use of wordpress multisite, which is that if visitor traffic is crowded, the website will feel exhausted when accessed. The method used in this study is the User Experience Questionnaire that was tested with 100 responders. The User Experience Questionnaire (UEQ) is one of the research methods used to evaluate user experience (UX) in using a product. This method uses a questionnaire that allows users to quickly and interactively evaluate their experience. The UEQ scale consists of 6 aspects of user experience, namely attractiveness (products must be interesting, satisfying, and easy to use), clarity (systems must be easy to understand, clear, simple, and easy to learn), efficiency (products must be easy to use and effective), accuracy (the product must be reliable, clear and meets user needs), stimulation (the use of the product must be fun and stimulating), and novelty (the product must be innovative, creative and easy to develop for innovation purposes). Research shows the FIF website gets negative results on the 6 scales available on the UEQ. Aspects of attractiveness (mean 0.40), perspicuity (mean 0.66), efficiency (mean 0.51), dependability (mean 0.43), stimulation (mean 0.38), and novelty (mean 0.00), Based on these results, the FIF website needs development.

Keywords – user experience, user experience questionnaire, Faculty of Informatics.