Redesign Website SMAN Arjasa Menggunakan Metode Design Thinking untuk Meningkatkan Pengalaman Pengguna (Website Redesign of SMAN Arjasa Using Design Thinking Method to Improve User Experience)

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ABSTRACT

Website is one of the important information media for a company and institution, including SMAN Arjasa, which functions for branding and providing information online. However, it has been observed that the current website does not meet the usability factor because it has a monotonous user interface and a less organised user experience. To overcome this problem, a website redesign was carried out using the Design Thinking method, which consists of 5 stages: Empathize, Define, Ideate, Prototype and Test. The prototype was tested through usability testing using the System Usability Scale (SUS) and Blackbox Testing. Based on some experiment the results of the SUS testing with 90 respondents, the average score is 83, which is in the excellent category, while the Blackbox testing shows that the prototype implementation has successfully worked according to the existing needs. These results indicate that users are satisfied and comfortable with the new design that meets their needs.

Kata Kunci: Design Thinking, UI/UX, Front-End, Website