

***DEVELOPMENT UI/UX DESIGN OF A WEBSITE-BASED COUNSELING
CHATBOT USING A USER-CENTERED DESIGN APPROACH***

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ABSTRACT

Mental health support for university students still faces various barriers, including stigma, embarrassment, and discomfort in seeking direct help. This study aims to identify user needs, design the UI/UX of a website-based counseling chatbot for students of Politeknik Negeri Jember, and evaluate the usability of the resulting prototype. The method employed in this study was User-Centered Design (UCD), consisting of literature review, user needs identification, needs analysis, prototype design, and evaluation. Data were collected through semi-structured interviews with 10 active students as prospective users, while prototype evaluation was conducted using the System Usability Scale (SUS). The findings indicate that users need an initial self-disclosure medium that is easy to access, safe, clearly defined in function, uses a friendly tone, and provides referral options to human assistance. Based on these needs, three main interfaces were designed, namely the landing page, login page, and chatbot interface, with blue as the dominant color to support a calm, safe, and comfortable impression. The usability test resulted in an average SUS score of 79.5, indicating that the prototype has good usability and is acceptable to users. Therefore, the proposed UI/UX design of the website-based counseling chatbot has the potential to serve as an accessible initial support medium that aligns with student needs.

Keywords: UI/UX, counseling chatbot, student mental health, website, User-Centered Design, usability