

**ANALISIS *USER EXPERIENCE* DAN *REDESIGN* FITUR FANTASY
TEAM PADA APLIKASI VIDIO DENGAN METODE *DESIGN THINKING*
MELALUI PENDEKATAN *USER EXPERIENCE QUESTIONNAIRE***

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ABSTRAK

Perkembangan teknologi informasi pada era revolusi teknologi 4.0 ini sangat pesat. Terutama pada masa pandemi COVID-19. Banyak aplikasi *Mobile* yang penggunaannya meningkat selama pandemi. Hal ini disebabkan oleh kebutuhan masyarakat yang meningkat selama pandemi, seperti kebutuhan kesehatan hingga hiburan/ *entertainment*. Vidio merupakan salah satu aplikasi *entertainment* yang bergerak di bidang layanan *video streaming* yang terdampak positif. Vidio juga terus berinovasi agar tetap mempertahankan pengguna dan meningkatkan *engagement* pengguna terhadap aplikasi Vidio. Salah satunya adalah dengan fitur *gamification* seperti Fantasy Team. Pada kuesioner yang dilakukan kepada 102 orang, 82% menyatakan diperlukan perubahan desain fitur Fantasy Team aplikasi vidio. Untuk memastikan apakah *interface* sudah sesuai dengan kebutuhan pengguna dan mengetahui permasalahan yang dirasakan pengguna, maka peneliti melakukan analisis dengan metode *User Experience Questionnaire* (UEQ). Didapatkan bahwa fitur Fantasy Team sistem berjalan mendapat hasil evaluasi negatif. Peneliti kemudian melakukan *redesign* dengan menggunakan metode *Design Thinking*. Hasil yang didapatkan dari *testing* terhadap *redesign* fitur Fantasy Team mendapat hasil evaluasi yang positif, dan sesuai dengan kebutuhan pengguna.

Kata Kunci: *Design Thinking, User Experience Questionnaire (UEQ), User Experience (UX), User Interface (UI), Gamification. Vidio.*

***USER EXPERIENCE ANALYSIS AND REDESIGN OF FANTASY TEAM
FEATURES IN THE VIDIO APPLICATION USING DESIGN THINKING
METHOD THROUGH THE USER EXPERIENCE QUESTIONNAIRE
APPROACH***

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ABSTRACT

The development of information technology in the era of the 4.0 technological revolution is progressing rapidly. Especially during the COVID-19 pandemic. Many mobile applications have experienced an increase in usage during the pandemic. This is due to the increased needs of the community during the pandemic, such as healthcare and entertainment. Vidio is one of the entertainment applications that operates in the field of video streaming services and has been positively affected. Vidio continues to innovate to retain users and enhance user engagement with the Vidio application. One of the innovations is the gamification feature called Fantasy Team. In a questionnaire conducted with 102 individuals, 82% stated that a redesign of the Fantasy Team feature in the Vidio application was necessary. To ensure whether the interface is aligned with user needs and identify the issues experienced by users, the researcher conducted an analysis using the User Experience Questionnaire (UEQ) method. It was found that the Fantasy Team feature of the system received negative evaluation results. The researcher then carried out a redesign using the Design Thinking method. The results obtained from testing the redesigned Fantasy Team feature received positive evaluations and aligned with user needs.

Keywords: *Design Thinking, User Experience Questionnaire (UEQ), User Experience (UX), User Interface (UI), Gamification. Vidio.*