

ANALISIS USER EXPERIENCE DAN REDESIGN USER INTERFACE WEBSITE PERPUSTAKAAN UPN “VETERAN” JAKARTA MENGUNAKAN USER EXPERIENCE QUESTIONNAIRE

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ABSTRAK

Website perpustakaan memiliki peran penting dalam mendukung akses informasi sivitas akademika. Namun, kelemahan dalam desain user interface dapat mengurangi kenyamanan dan efektivitas interaksi pengguna. Penelitian ini bertujuan untuk mengevaluasi pengalaman pengguna (User Experience/UX) serta merancang ulang tampilan user interface website perpustakaan UPN "Veteran" Jakarta menggunakan pendekatan User-Centered Design (UCD) dan metode User Experience Questionnaire (UEQ). Pendekatan UCD memastikan desain berpusat pada kebutuhan pengguna, sementara UEQ digunakan untuk mengukur persepsi pengguna terhadap desain lama dan baru. Evaluasi dilakukan dalam dua tahap dengan menyebarkan kuesioner kepada 72 responden setelah mencoba versi lama dan versi baru yang diimplementasikan menggunakan HTML dan Tailwind CSS. Hasil menunjukkan peningkatan pada seluruh enam dimensi UEQ—daya tarik, kejelasan, efisiensi, ketepatan, stimulasi, dan kebaruan—dengan skor berada pada kategori Above Average. Desain baru dinilai lebih modern, responsif, dan memberikan pengalaman yang lebih baik. Penelitian ini menunjukkan bahwa integrasi pendekatan UCD dan metode UEQ dapat menghasilkan antarmuka yang lebih adaptif, serta memberikan dasar strategis bagi pengembangan layanan digital website perpustakaan secara berkelanjutan.

Kata kunci: UEQ, user interface, user experience, user centered design, website perpustakaan

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ABSTRACT

The library *website* plays a crucial role in providing access to information for the academic community. However, weaknesses in the user interface design may reduce user comfort and interaction effectiveness. This study aims to evaluate User Experience (UX) and redesign the user interface of the UPN "Veteran" Jakarta library *website* using a User-Centered Design (UCD) approach and the User Experience Questionnaire (UEQ) method. UCD ensures that the design is centered on user needs, while UEQ is used to measure user perceptions of the old and new designs. The evaluation was carried out in two stages by distributing questionnaires to 72 respondents after testing both the old and newl implemented versions, built using HTML and Tailwind CSS. The results show improvements in all six UEQ dimensions—attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty—with scores reaching the "Above Average" category. The new design is considered more modern, responsive, and offers a better experience. This research demonstrates that integrating the UCD approach and the UEQ method can produce a more adaptive interface, while also serving as a strategic foundation for the continuous development of the library *website's* digital services.

Keywords: UEQ, user interface, user experience, user centered design, library website