

Perancangan ulang antarmuka layanan penyedia informasi Covid-19 dengan pendekatan design thinking = Redesigning the Covid-19 information provider service interface with a design thinking approach

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20516012&lokasi=lokal>

Abstrak

Dengan situasi DKI Jakarta terkini yang sedang mengalami pandemi Covid-19, platform penyedia informasi terkait virus ini sangatlah dibutuhkan. Adanya website Corona Jakarta sangat membantu masyarakat mengetahui informasi terkait virus ini, namun masih terdapat beberapa keluhan dan kesulitan yang dirasakan dalam mengoperasikan website ini. Salah satu masalah terbesar adalah tentang desain antarmuka website ini, maka penelitian ini akan membahas perancangan ulang antarmuka website tersebut. Penelitian ini menggunakan pendekatan Design Thinking agar solusi dari masalah yang dihasilkan dapat berorientasi terhadap kebutuhan pelanggan. Dengan menggunakan metode Kansei Engineering, tools empathy map, customer journey, dan beberapa tools dalam usability testing, peneliti akan merancang rekomendasi yang sesuai dengan kebutuhan para penggunanya.

.....With the current situation in DKI Jakarta who is experiencing the Covid-19 pandemic, a platform to provide information related to this virus is urgently needed. Corona Jakarta website really helps the public to find out information related to this virus, but there are still some complaints and difficulties that are felt when operating this website. One of the biggest problems is about the user interface of this website, so this study will discuss how to redesign the website interface. This study uses a Design Thinking approach so that the solution resulted is oriented towards customer needs. By using the Kansei Engineering method, and a few tools like empathy map, customer journey, and several tools in usability testing, researchers will design recommendations according to the needs of their users.