

Evaluasi user experience dan perancangan ulang user interface menggunakan User-Centered Design : studi kasus Corporate Dashboard Perusahaan Kelapa Sawit = User experience evaluation and user interface redesign using User-Centered Design : case study Corporate Dashboard of Palm Oil Company

Muhammad Fakhriansyah Hakim, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20518760&lokasi=lokal>

Abstrak

Adanya pengembangan transformasi digital dan perusahaan kelapa sawit yang terus melakukan digitalisasi, banyak perusahaan kelapa sawit yang sudah mulai menggunakan teknologi informasi dalam sistem operasional untuk mewujudkan sistem operasional yang efektif dan efisien, salah satunya dengan corporate dashboard. Adanya corporate dashboard sebagai sistem monitoring terintegrasi saat ini memberikan kemudahan dalam memonitor kegiatan kebun dan pabrik yang terdesentralisasi. Namun masih terdapat permasalahan yang dihadapi oleh corporate dashboard ini. Salah satu masalah terbesar adalah belum adanya evaluasi user experience corporate dashboard tersebut. Penelitian ini akan membahas mengenai evaluasi user experience dan perancangan user interface corporate dashboard tersebut. Terdapat enam dimensi UX yang diteliti, yaitu efficiency, effectiveness, usability, ease of use, satisfaction, dan error. Penelitian ini dilakukan dengan menggunakan metode User-Centered Design agar solusi yang diberikan sesuai dengan kebutuhan pengguna. Metode pengambilan data yaitu: Performance Measurement, System Usability Scale (SUS), Single ease question (SEQ), dan Computer System Usability Question (CSUQ), Retrospective Think Aloud, dan in-depth interview. Hasil dari penelitian ini adalah penilaian User Experience, dan rancangan desain rekomendasi corporate dashboard yang sesuai dengan kebutuhan pengguna.

.....With the development of digital transformation and palm oil companies that continue to digitize, palm oil companies have begun to use information technology in operational systems to achieve effective and efficient operational systems, one of which is with a corporate dashboard. The existence of a corporate dashboard as an integrated monitoring system currently provides convenience in monitoring decentralized garden and factory activities. However, there are still problems faced by this corporate dashboard. One of the biggest problems is that there is no evaluation of the website's user experience. This research will discuss the evaluation of user experience and the design of the corporate dashboard interface. There are six dimensions of UX studied, namely efficiency, effectiveness, usability, ease of use, satisfaction, and error. This research was conducted using the User-centered design method so that the solution provided was in accordance with user needs. Data collection methods are: performance measurement, System Usability Scale (SUS), Single ease questions (SEQ), and Computer System Usability Questions (CSUQ), Retrospective Think Aloud, and in-depth interviews. The result of this study is a User Experience assessment, and a design of corporate dashboard recommendations that suit user needs.