

Evaluasi usability dan perbaikan desain antarmuka Aplikasi Gramedia Digital = Usability evaluation and redesign of Gramedia Digital Application's interface

Nirwana Pratiwi, author

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Abstrak

Perkembangan teknologi telah mengubah pola aktivitas literasi masyarakat, dengan akses mudah melalui sumber bacaan digital. Gramedia Digital merupakan salah satu sumber bacaan digital yang dapat mendukung minat baca masyarakat Indonesia. Akan tetapi, rating 3,1/5 pada Google Play Store menunjukkan kekurangan dari segi usability pada aplikasi Gramedia Digital. Oleh karena itu, penelitian ini bertujuan memahami masalah pengguna saat menggunakan aplikasi tersebut. Evaluasi usability awal pada aplikasi Gramedia Digital saat ini dilakukan menggunakan kuesioner online, System Usability Scale (SUS), usability testing, dan contextual interview. Hasil evaluasi usability awal menunjukkan bahwa 95 dari 125 responden merasa desain aplikasi tidak memenuhi kebutuhan membaca pengguna. Oleh karena itu, hal tersebut memicu perlunya solusi desain alternatif dari aplikasi Gramedia Digital. Desain alternatif yang dirancang menggunakan pendekatan user-centered design (UCD) dan Shneiderman's Eight Golden Rules of Interface Design. Evaluasi usability dari solusi desain alternatif dilakukan menggunakan usability testing dan contextual interview yang melibatkan 10 peserta. Berdasarkan hasil usability testing, solusi desain alternatif memiliki nilai sangat baik dengan success rate 97,8% disertai komentar positif saat contextual interview, yaitu memenuhi kebutuhan membaca, memotivasi pengguna untuk terus membaca, dan mudah digunakan.

.....The development of technology has changed the way people engage in literacy activities with easy access through digital reading sources. Gramedia Digital is one of the digital reading resources that can support the reading interest of Indonesian people. However, the 3.1/5 rating on the Google Play Store shows the usability issues of the Gramedia Digital app. Therefore, this research aims to understand user problems when using the application. An initial usability evaluation of the current Gramedia Digital app was conducted using an online questionnaire, System Usability Scale (SUS), usability testing, and contextual interviews. The initial usability evaluation results showed that 95 out of 125 respondents felt the app design did not fulfill the users' reading needs. Therefore, this motivated the need for an alternative design solution of the Gramedia Digital app. The alternative design used a user-centered design (UCD) approach and Shneiderman's Eight Golden Rules of Interface Design. Usability evaluation of the alternative design solution was conducted using usability testing and contextual interviews involving 10 participants. Based on the usability testing results, the alternative design solution scored very well with a success rate of 97.8% along with positive comments during the contextual interview, which fulfill reading needs, motivate users to continue reading, and are easy to use.