Evaluasi dan Perancangan Ulang User Experience pada Aplikasi Media Sosial Xyz Menggunakan Metode User Experience Questionnaire (UEQ)

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Abstract
From digital news reports, Xyz is the most popular social media application. Xyz is a social network that is useful for making friends. Xyz can also be applied by sending videos, photos, playing games, discussing, and much more. The Xyz application is a social media application with the highest number of users. However, after observations by the author through the Google Play Store, Xyz is a social media application with the lowest rating when compared to other competing social media applications. With this in mind, the authors conducted research using the User Experience Questionnaire (UEQ) method to find out what aspects needed improvement in Xyz application services. The UEQ method used is because the method can accurately measure the level of Attractiveness, Efficiency, Perspicuity, Dependability, Novelty and Stimulation. The results of this study are the Attractiveness, Efficiency, Perspicuity, Dependability, Novelty and Stimulation aspects obtained from a survey of respondents. In addition, the results of this study provide recommendations for stakeholders of the Xyz social media application to improve the User Experience of the Xyz application. The redesign method used is User Centered Design (UCD). The UCD method is a redesign method that focuses on the needs and problems presented by the user. By producing a design solution, it is hoped that the user experience for this Xyz application will improve. This study conducted two tests, namely initial testing and final testing. Each test requires 100 respondents and the same method. After conducting the final test, it was found that the level of user experience had increased and was much better than the initial test. Therefore, the research is considered successful due to an increase in the level of user experience in this application.

Keywords: Xyz, Google Play Store, User Experience Questionnaire, User Experience, Redesign, User Centered Design.