

ABSTRACT

Bandung City Open Data Website is a website that provides information in the form of data about the Bandung City area. The data provided consists of various categories that make it easier for users to find the desired data. Based on interviews with the Diskominfo of Bandung City, the user interface for the Bandung City Open Data website has never been evaluated. However, data collection done by the author about user experience showed number of complaints when users searching the needed data through this website. Complaints obtained are related to components in the user interface of the Bandung City Open Data website namely, color, typography, icon, layout, image, and website design. This research aims to evaluate and improve the Bandung City Open Data website by prioritizing the needs and difficulties of users in using the website. The output of this research will be a new design website template. The research method uses the User Experience Lifecycle method as the workflow and usability testing as the evaluation method. Usability testing is the activity of observing users in using a service or product by performing a real task. The aspects used in processing data from usability testing results are effectiveness, efficiency, and satisfaction aspects. The effectiveness and efficiency aspects are aspects that are often used in usability testing and have a high correlation with each other. The results of these two aspects will also affect user satisfaction in using the website so that the satisfaction aspect is considered [11]. The usability testing results conducted after the redesign of the Bandung City Open Data website showed the website has improved in three aspects. The effectiveness value has an initial score from 85 to 100 , and efficiency has an initial score from 69 to 100 when using design improvements. For satisfaction, the initial score of 71 to 85 when using the improved design. The research showed that the evaluation website has helped improve the user experience.

Keywords: Evaluation, Improvement, Usability Testing