ABSTRACT

ANALYSIS AND DESIGN OF TELKOM SMB WEBSITE PROTOTYPE USING INCLUSIVE DESIGN METHOD TO INCREASE ACCESSIBILITY FOR PEOPLE WITH VISION DISABILITIES

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SMB Telkom is a website for registering and accepting new students entering Telkom University, located in Bandung Regency, West Java. from registering to seeing the announcement of graduation, everything can be accessed through the SMB Telkom website, however the SMB Telkom website cannot be accessed by all groups, such as cannot be accessed by people with low vision accessibility. Therefore, as a writer, I want to create a SMB Telkom website that can be accessed by all people with low vision. In this study the SMB Telkom website will be designed so that all writings can be read by the NVDA screen reader so that people with low vision disabilities can access it through the keyboard and voice so that it can easily be accessed by low vision. The purpose of this research is to improve accessibility and design user interface (UI) design solutions based on the results of user experience (UX) analysis. The importance of UI / UX in developing this website is to make it easier for users to use the website, find out the user's needs for the website, in the design of this study using the Inclusive Design method, this method focuses on user needs, the results of this study are a solution to SMB Telkom website design that can received by users with an SUS 82 score.

Keywords: Inclusive Design, Website, Accessibility, Smb Telkom