

Figure 1. 1 Search Tracking Page



Figure 1. 2 Result Search Tracking Page

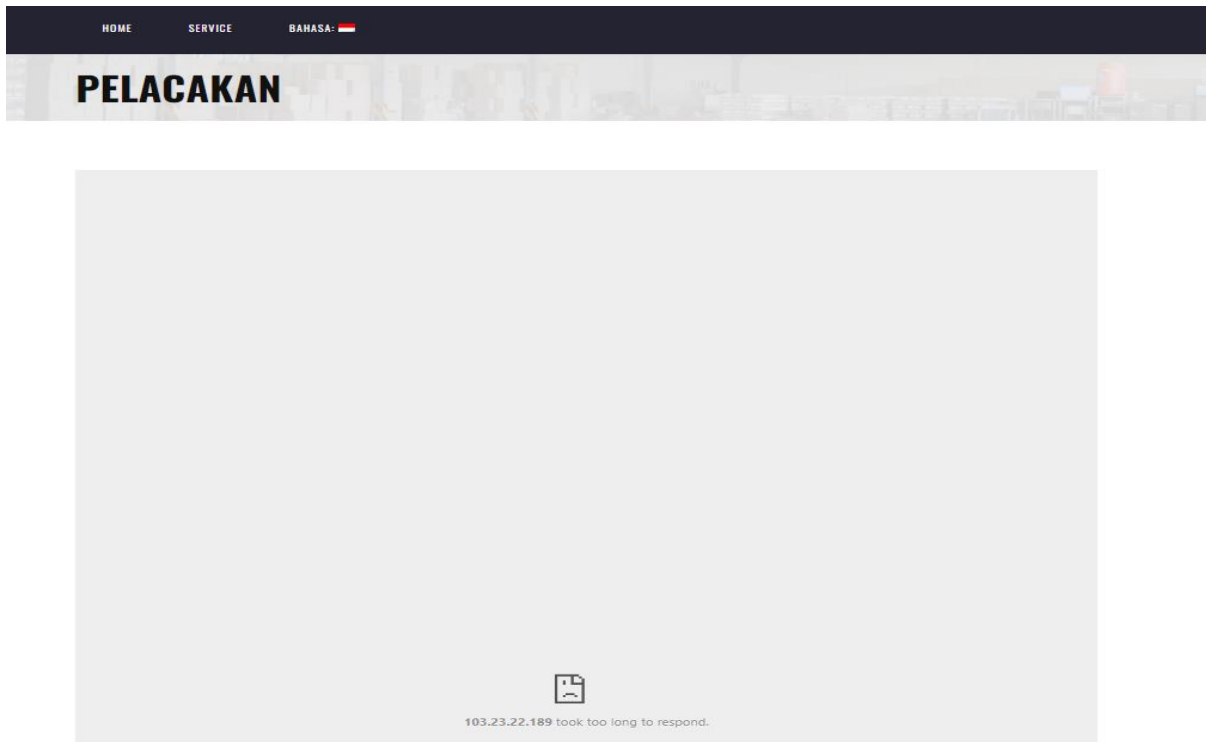
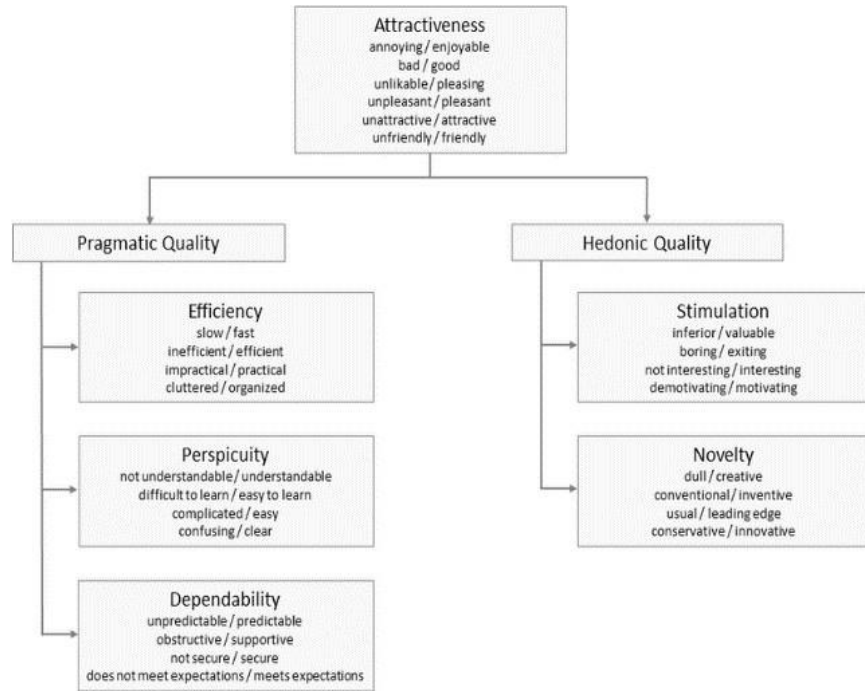


Figure 1. 3 Result Search Tracking Page



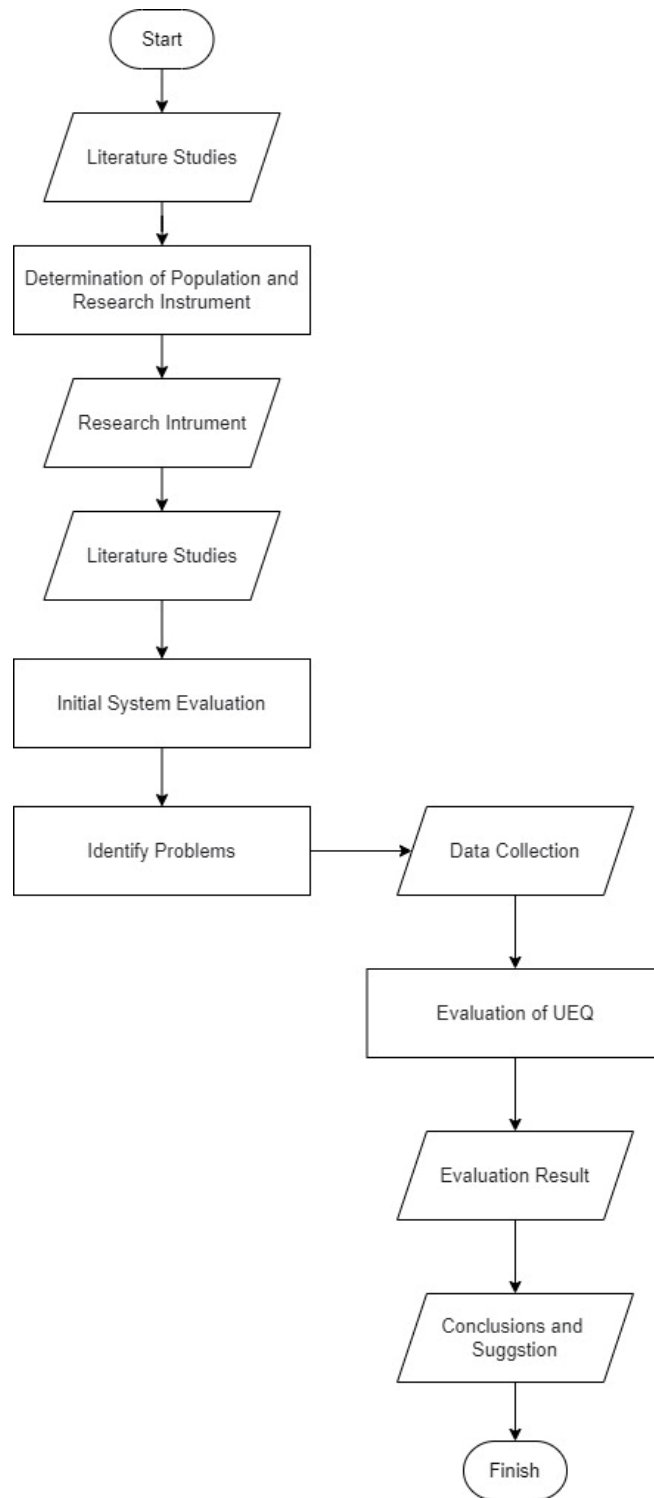


Figure 3. 1 Research Flow

	1	2	3	4	5	6	7	
menyusahkan	○	○	○	○	○	○	○	menyenangkan
tidak dapat dipahami	○	○	○	○	○	○	○	dapat dipahami
kreatif	○	○	○	○	○	○	○	monoton
mudah dipelajari	○	○	○	○	○	○	○	sulit dipelajari
bermanfaat	○	○	○	○	○	○	○	kurang bermanfaat
membosankan	○	○	○	○	○	○	○	mengasyikkan
tidak menarik	○	○	○	○	○	○	○	menarik
tidak dapat diprediksi	○	○	○	○	○	○	○	dapat diprediksi
cepat	○	○	○	○	○	○	○	lambat
berdaya cipta	○	○	○	○	○	○	○	konvensional
menghalangi	○	○	○	○	○	○	○	mendukung
baik	○	○	○	○	○	○	○	buruk
rumit	○	○	○	○	○	○	○	sederhana
tidak disukai	○	○	○	○	○	○	○	menggembirakan
lazim	○	○	○	○	○	○	○	terdepan
tidak nyaman	○	○	○	○	○	○	○	nyaman
aman	○	○	○	○	○	○	○	tidak aman
memotivasi	○	○	○	○	○	○	○	tidak memotivasi
memenuhi ekspektasi	○	○	○	○	○	○	○	tidak memenuhi ekspektasi
tidak efisien	○	○	○	○	○	○	○	efisien
jelas	○	○	○	○	○	○	○	membingungkan
tidak praktis	○	○	○	○	○	○	○	praktis
terorganisasi	○	○	○	○	○	○	○	berantakan
atraktif	○	○	○	○	○	○	○	tidak atraktif
ramah pengguna	○	○	○	○	○	○	○	tidak ramah pengguna
konservatif	○	○	○	○	○	○	○	inovatif

Figure 3.2 User Experience Questionnaire (UEQ) Parameters

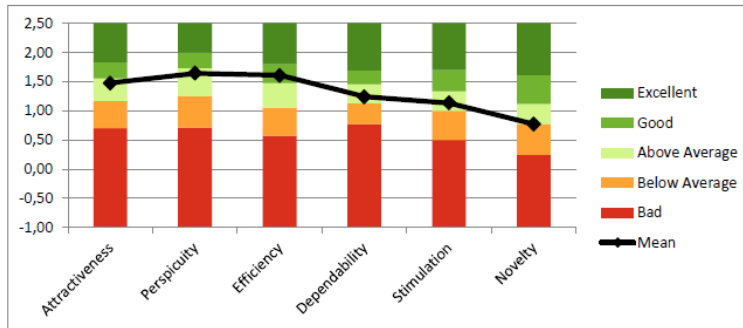


Figure 3.3 Benchmark Graph

### Responden Berdasarkan Jenis Kelamin

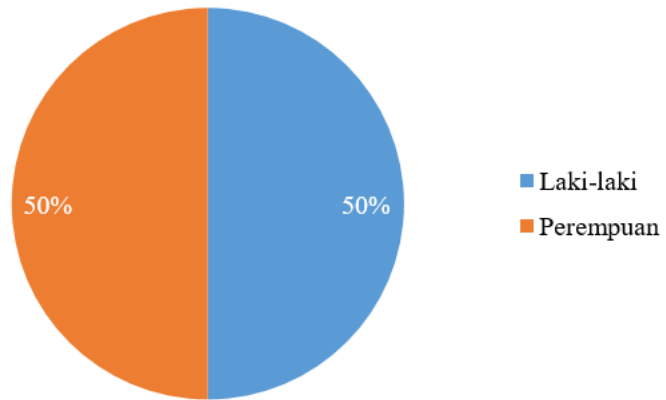


Figure 4. 1 Respondents by Gender

### Responden Berdasarkan Usia

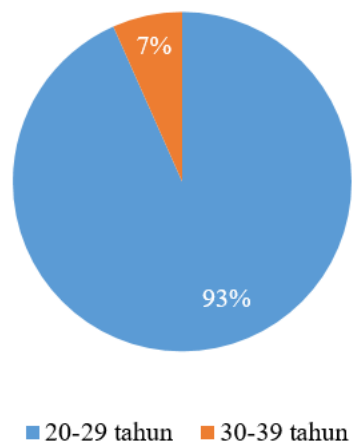


Figure 4. 2 Respondents by Age

### Responden Berdasarkan Pekerjaan

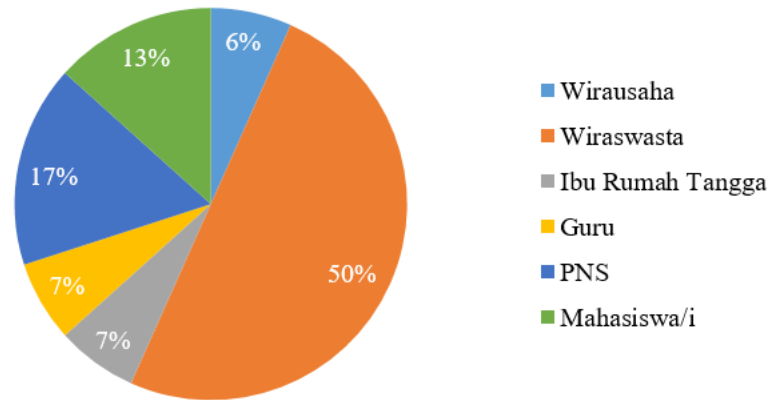


Figure 4. 3 Respondents based on work

Item	Mean	Variance	Std. Dev.	No.	Left	Right	Scale
1	↑ 1.0	0.7	0.8	30	annoying	enjoyable	Attractiveness
2	⇒ 0.6	1.3	1.2	30	not understandable	understandable	Perspicuity
3	↑ 1.9	1.2	1.1	30	creative	dull	Novelty
4	↑ 2.0	1.0	1.0	30	easy to learn	difficult to learn	Perspicuity
5	↑ 1.8	0.8	0.9	30	valuable	inferior	Stimulation
6	↑ 1.2	1.4	1.2	30	boring	exciting	Stimulation
7	↑ 1.4	0.5	0.7	30	not interesting	interesting	Stimulation
8	↑ 1.6	0.5	0.7	30	unpredictable	predictable	Dependability
9	↑ 2.2	1.0	1.0	30	fast	slow	Efficiency
10	↑ 2.1	1.1	1.0	30	inventive	conventional	Novelty
11	↑ 0.9	3.2	1.8	30	obstructive	supportive	Dependability
12	↑ 2.2	0.6	0.8	30	good	bad	Attractiveness
13	↑ 1.6	1.0	1.0	30	complicated	easy	Perspicuity
14	↑ 1.7	0.6	0.8	30	unlikable	pleasing	Attractiveness
15	⇒ -0.5	3.4	1.8	30	usual	leading edge	Novelty
16	↑ 1.5	0.7	0.8	30	unpleasant	pleasant	Attractiveness
17	↑ 2.0	0.9	0.9	30	secure	not secure	Dependability
18	↑ 2.2	0.7	0.9	30	motivating	demotivating	Stimulation
19	↑ 2.6	0.7	0.8	30	meets expectations	does not meet expectations	Dependability
20	⇒ 0.5	1.1	1.0	30	inefficient	efficient	Efficiency
21	↑ 2.3	1.2	1.1	30	clear	confusing	Perspicuity
22	⇒ 0.7	1.2	1.1	30	impractical	practical	Efficiency
23	↑ 2.1	0.8	0.9	30	organized	cluttered	Efficiency
24	↑ 2.4	0.7	0.9	30	attractive	unattractive	Attractiveness
25	↑ 2.4	1.4	1.2	30	friendly	unfriendly	Attractiveness
26	↓ -2.1	2.2	1.5	30	conservative	innovative	Novelty

Figure 4. 4 Mean, Variant, Standard Deviation

UEQ Scales (Mean and Variance)		
<b>Attractiveness</b>	↑ 1.844	0.27
<b>Perspicuity</b>	↑ 1.625	0.46
<b>Efficiency</b>	↑ 1.392	0.29
<b>Dependability</b>	↑ 1.767	0.49
<b>Stimulation</b>	↑ 1.650	0.32
<b>Novelty</b>	→ 0.333	0.32

Figure 4. 5 Mean and Variance Results

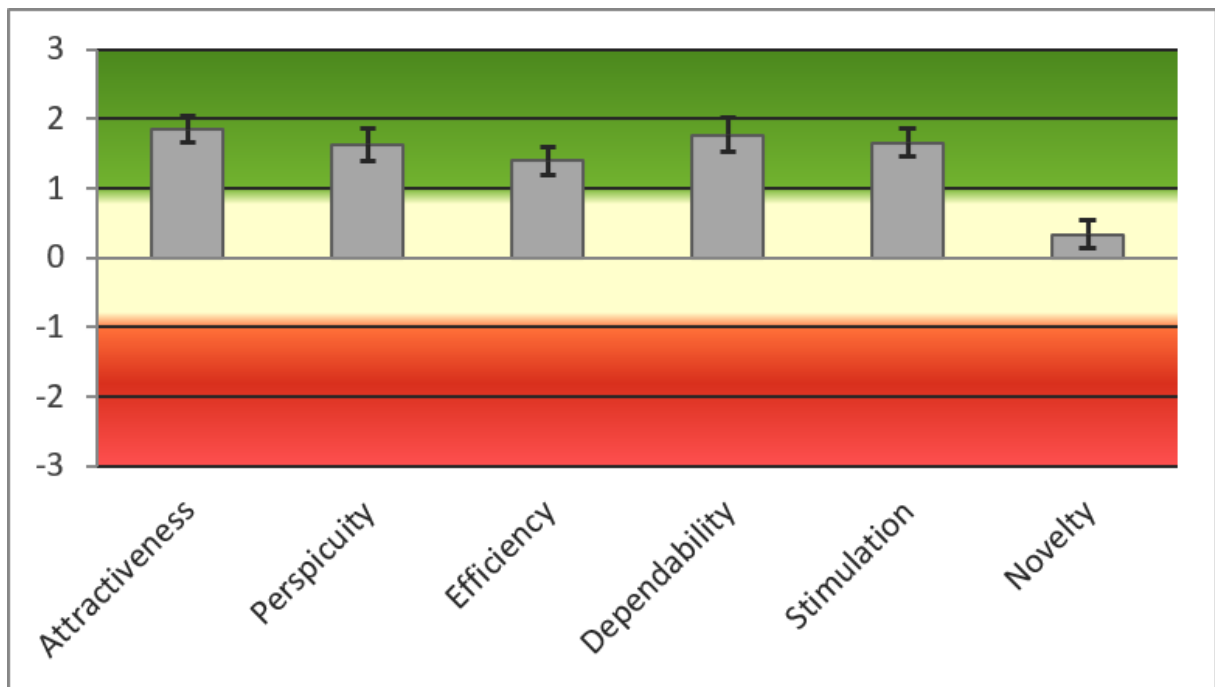


Figure 4. 6 Mean scale value graph

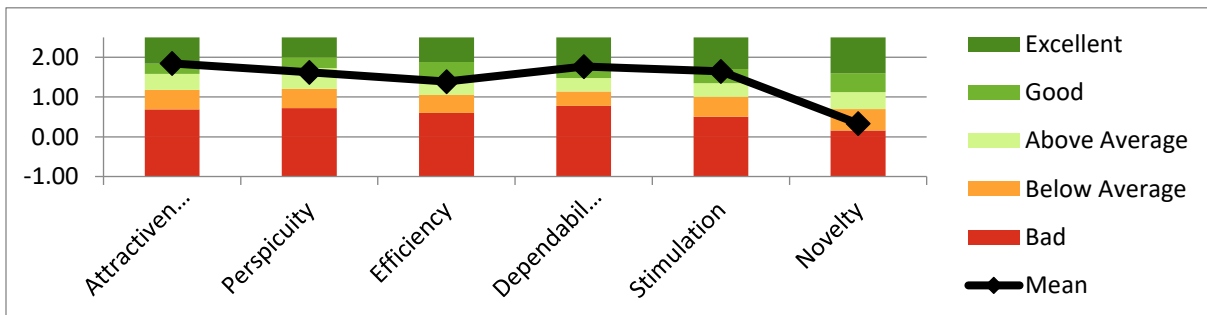


Figure 4. 7 Msl website UEQ value benchmark results

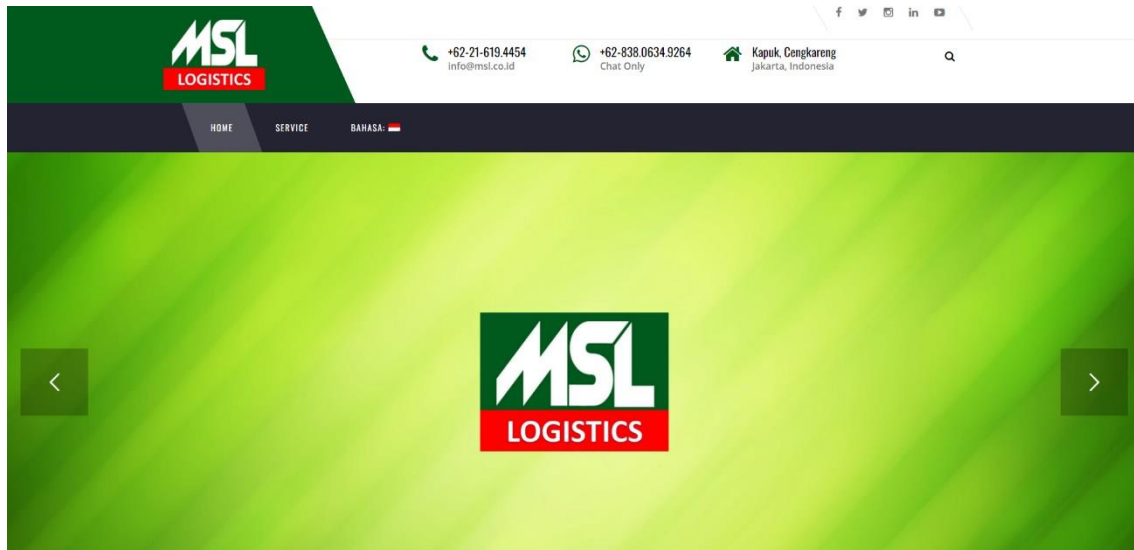


Figure 4. 8 Interface MSL website

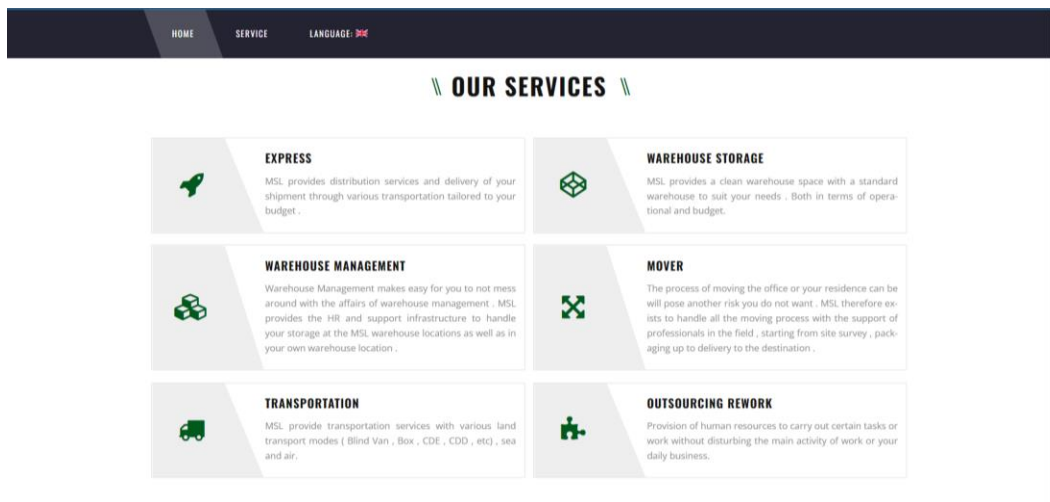


Figure 4. 8 Menu Service



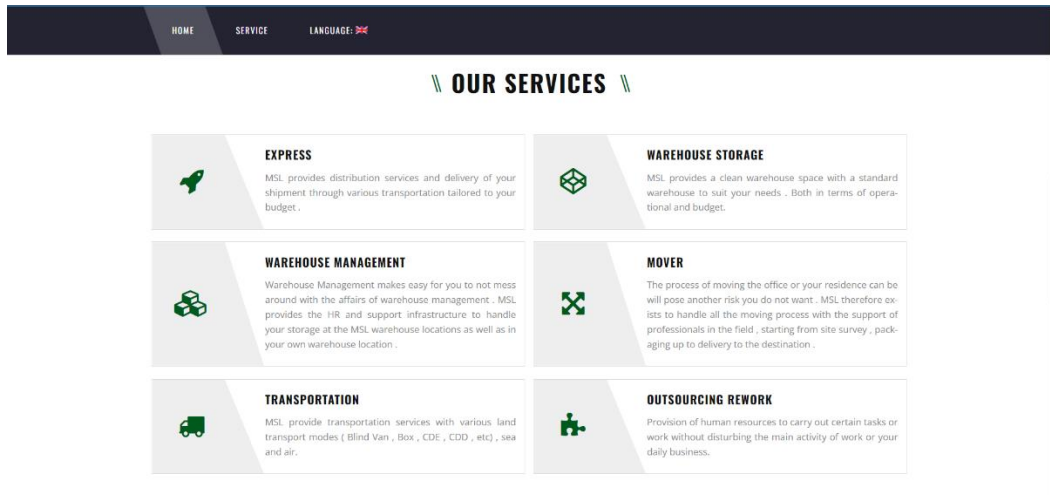


Figure 4. 9 Menu Service

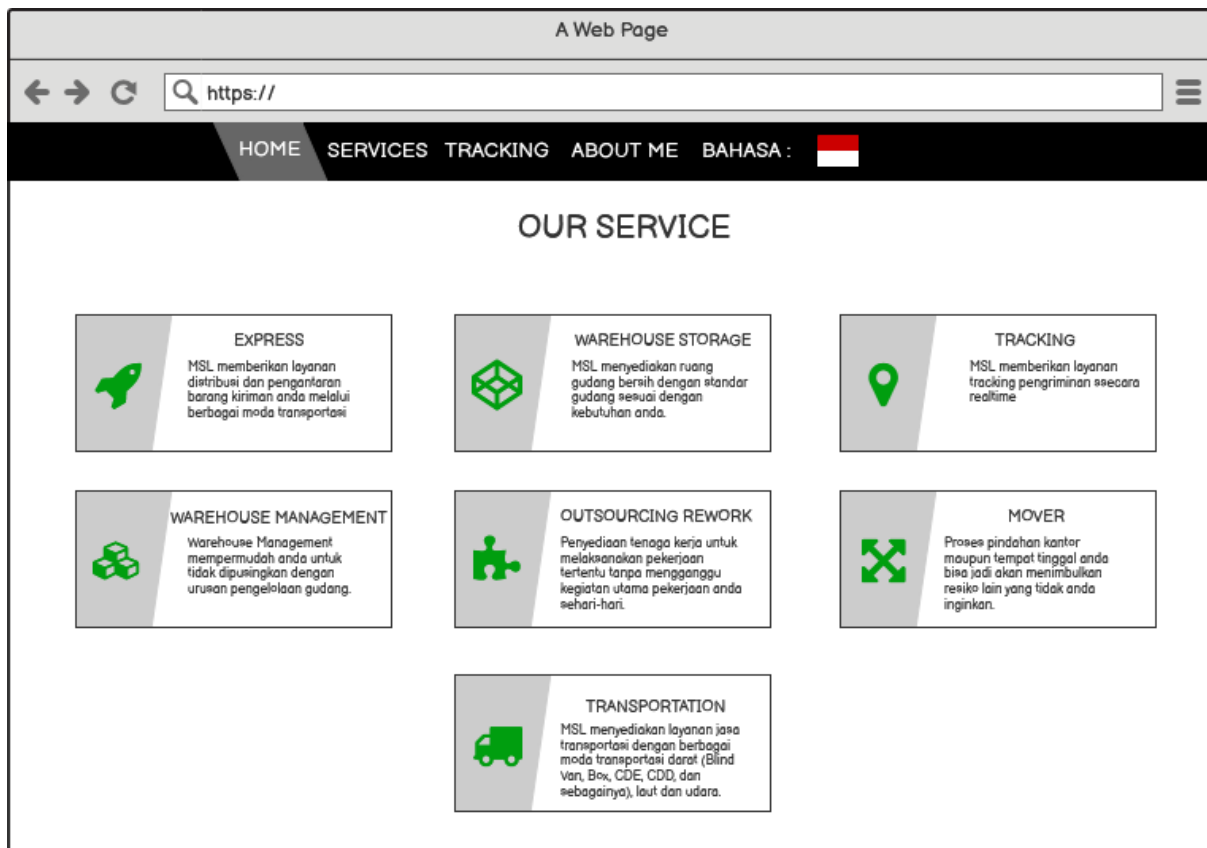


Figure 4. 10 Menu Service Suggestion

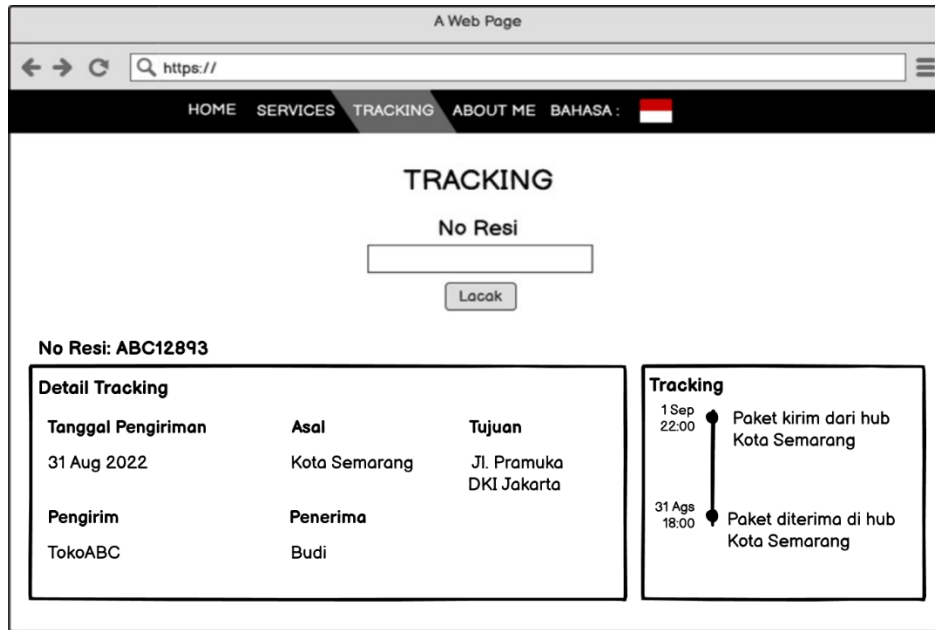


Figure 4. 11 Menu Tracking Suggestion