

## ***ABSTRACT***

Nowadays, non formal learning is an alternative learning that plays a role in helping schools and communities to reduce problems in the field of education. Kuncie's situs web, which is a non formal education focus on *online* business learning and job skills development assistance, has several challenges that affect the *user experience*. Several faktors can affect the *user experience*, namely: the speed and quality of the internet connection, the complexity of the *user* interface, the availability of technical support, interaction and involvement, and personalization of learning. This study aims to determine the results of the *evaluation* of the Kuncie situs web *user experience* before and after *design improvements* and improve the Kuncie situs web *user experience*.

This research employs a qualitative method using a case study approach. The study begins with the collection of in-depth qualitative data through the heuristic method by experts. The evaluation of user experience by experts resulted in the identification of 101 cases with 29 prioritized improvements grouped into 10 heuristic principles. The improvement priorities are based on severity levels 4 and 3. A new mock-up design prototype is created based on the recommendations provided by the experts, which are summarized into 29 solutions.

In this case study, the validation process (iterative prototyping) was conducted with experts and active key users. The validation results from the experts yielded 29 solutions, with 23 solutions marked as 'agree' and 6 solutions marked as 'agree with notes'. On the other hand, validation results from user interview testing, which involved key users, indicated that all users expressed that the new design has a more elegant appearance, is superior to the previous version, and is easy to use. Additionally, the login flow is easier to understand due to clear information presentation. If there are data input errors, the components that need to be corrected are immediately visible.

Keywords : Non formal learning, *Heuristic Evaluation*, *Use Experience* (UX), Situs web *EdTech*