ABSTRACT

USABILITY TESTING ON A WEB-BASED
COLOR PALETTE GENERATOR

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A color palette generator is an internet based application designed to streamline the design process and is widely used to support designers in exploring and experimenting color combinations. Current usability issues with color palette generators involve deciding on the initial color and using the color palettes output effectively. Previous research developed a color palette generator named VVARNA using the design thinking method from emphatize to prototyping stage and required to further usability evaluation. This study employs a mixed-method approach, with qualitative usability testing and quantitative assessment using completion rate, SEQ, and the short version of UEQ. The testing result of the VVARNA prototype showed significant usability enhancements, with the success rate in usability testing increasing from 71.43% to 98.57%. Overall, the usability quality was excellent, with hedonistic aspects (enjoyment and satisfaction) rated "good" and pragmatic aspects (functionality) "above average". Future research could focus on further prototype improvements based on usability testing result, evaluation using other methods like heuristic evaluation, and collaboration with copywriters to ensure consistent use of the Bahasa Indonesia in the product.

Keywords: *color palette generator, usability testing, SEQ, UEQ, completion rate*