

ABSTRACT

ANALYSIS OF THE LEVEL OF USABILITY OF THE SIMALAS WEBSITE USING THE USER EXPERIENCE QUESTIONNAIRE (UEQ) AND HEURISTIC EVALUATION (HE) METHODS

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User complaints regarding the malfunction of several features and workflows of the Simalas Website became the focus of this research. Several proposed solutions include user needs analysis, Usability Testing, heuristic evaluation, and Failure Analysis. This study aims to evaluate the usability of the Simalas Website using the User Experience Questionnaire (UEQ) and Heuristic Evaluation (HE) methods. The UEQ measures six dimensions of user experience: attractiveness, clarity, efficiency, accuracy, stimulation, and novelty, which are then compared to the UEQ benchmark scale. As a result, the Simalas Website achieved an "Excellent" rating in all aspects, with scores ranging from 1.97 to 2.7, placing it in the top 10% of similar products. However, the HE, which uses Nielsen's 10 heuristic principles, found several issues, particularly with the visibility of system status, design consistency, and help documentation. Principle H1 (Visibility of System Status) had the most problem findings (4 findings), while principle H9 (Non-Informative Error Messages) had a severity level of 3 and requires immediate improvement. Although the Simalas Website received a very good user experience score based on the UEQ benchmark, some aspects of functionality such as navigation, system feedback, and design consistency still need to be improved to optimize the user experience.

Keywords: Heuristic Evaluation, Simalas Website, Usability, User Experience Questionnaire (UEQ).