ABSTRACT

REDESIGN THE USER INTERFACE OF PYTHONISEA WEBSITE USING A USER CENTERED DESIGN APPROACH

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The purpose of this study is to redesign the user interface of the Pythonisea website using the User-Centered Design (UCD) method. The identified issues include an unappealing user interface, with 126 criticisms and suggestions related to visual design, such as a monotonous appearance, lack of user-friendliness, and irrelevant icons. Additionally, unintuitive navigation is a major problem, with 40 criticisms and suggestions indicating that users struggle to explore the website. Several features also do not function optimally, such as the reviews button, which only displays a greeting from the CEO of Pythonisea instead of user reviews, and social media buttons that do not direct users to Pythonisea's official accounts, such as Instagram, X, and Facebook. To address these issues, this study applies the UCD method, which includes stages such as understanding the user context, specifying user requirements, developing design solutions, and evaluating the design. The evaluation was conducted using the User Experience Questionnaire (UEQ), distributed to 49 respondents who had used the Pythonisea website. Data analysis results indicate significant improvements in attractiveness (2.24), clarity (2.29), efficiency (2.18), accuracy (2.28), stimulation (1.76), and novelty (1.23). The attractiveness, clarity, efficiency, accuracy, and stimulation scales fall into the "Excellent" category based on the UEQ benchmark, while the novelty scale is categorized as "Good." The validity test using Pearson Product Moment showed that the calculated r value was greater than the table r value (0.282), and the reliability test demonstrated a Cronbach's Alpha value of 0.790, indicating a high level of reliability. Thus, the redesigned User Interface of the Pythonisea website has successfully improved the overall user experience.

Keywords: ***User Interface, User Centered Design, Website Pythonisea, User Experience Questionnaire***