Perancangan Desain UI/UX pada Sistem Rekrutmen Asisten berbasis Website dengan Metode Lean UX

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Abstrak

Proses rekrutmen asisten di lingkungan Fakultas Informatika Universitas Telkom masih dilakukan secara manual menggunakan *Excel* dan *Google Form*, tanpa integrasi dengan sistem akademik utama seperti iGracias [8], [9], [10]. Hal ini menyebabkan alur kerja yang tidak efisien, rentan terhadap kesalahan pencatatan, serta minimnya transparansi terhadap status seleksi [6], [7], [16]. Penelitian ini bertujuan merancang sistem rekrutmen asisten berbasis web yang mampu menjawab kebutuhan tersebut melalui pendekatan berbasis pengguna. Topik ini penting karena menyangkut efisiensi operasional dan kenyamanan mahasiswa dalam mengikuti proses seleksi akademik [5], [19]. Belum tersedianya sistem digital yang terintegrasi dan adaptif terhadap berbagai peran pengguna menciptakan kesenjangan antara harapan dan kenyataan, kurangnya umpan balik *real-time* juga menyulitkan proses pelacakan dan validasi data. Solusi yang dilakukan adalah merancang prototipe sistem berbasis web dengan pendekatan Lean UX yang menekankan eksperimen cepat dan validasi kebutuhan pengguna secara langsung [1], [15], [23]. Proses perancangan mengikuti siklus *Declare Assumption, Create an MVP, Run an Experiment,* dan *Feedback & Research* [1], [22]. Prototipe dirancang menggunakan Figma dan diuji secara interaktif menggunakan platform Maze dengan skenario berdasarkan peran pengguna. Hasil pengujian menunjukkan tingkat keberhasilan penyelesaian tugas sebesar 92% dan skor *System Usability Scale* rata-rata sebesar 82,5%. Kontribusi utama dari penelitian ini adalah tersusunnya rancangan sistem rekrutmen digital berbasis Lean UX yang dapat diterapkan di lingkungan akademik sebagai dasar untuk pengembangan sistem lanjutan

Kata Kunci : Lean UX, Rekrutmen Asisten, *User Interface*, *User Experience*, *Usability Testing*

Abstract

The assistant recruitment process at the Faculty of Informatika, Telkom University is still carried out manually using Excel spreadsheets and Google Form, without integration with the main academic system (iGracias) [8], [9], [10]. This results in ineffiicient workflows, potential data entry errors, and a lack of transparency in the selection process [6], [7], [16]. This research aims to design a web-based recruitment system prototype that addresses these challenges through a user-centered approach. This topic is essential due to its impact on the operation efficiency of academic departments and the overall user experience of students undergoing selection [5]. [19]. Currenty, no integrated system exists that accomodates the diverse need of users such as lectures, students, and administrative staff. Furthermore, the absensce of real-time feedback complicates data tracking and validation processes. The proposed solution involves designing a web-based recruitment system prototype using the Lean UX method, which emphasizes rapid experimentation and direct validation of user needs [1], [15], [23]. The development process followed the stages of Declare Assumption, Create an MPV, Run an Experiment, and Feedback & Research [1], [22]. The prototype was designed using Figma and tested through interactive scenarios using the Maze platform, tailored to user roles. Usability testing results showed a task completion rate of 96% and an average System Usability Scale (SUS) score 82,5%. The main contribution of this research is a Lean UX-based digital recruitment system prototype, which serves as a foundational model for further development in academic environments.

Keywords : Lean UX, Assistant Recruitment, User Interface, User Experience, Usability Testing