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PERANCANGAN DESAIN WEBSITE COMPANY PROFILE GLOBAL SKILLS TRAINING CENTER DENGAN MENGGUNAKAN METODE DESIGN THINKING, Skripsi. Program Studi Teknik Informatika Fakultas Teknologi Informasi Institut Widya Pratama Pekalongan

ABSTRAK

Perkembangan teknologi digital dan internet mendorong lembaga untuk memiliki media informasi yang efektif, salah satunya melalui perancangan website company profile. Global Skills Training Center belum memiliki website company profile yang terstruktur dan sesuai dengan kebutuhan pengguna. Penelitian ini bertujuan untuk merancang desain website company profile Global Skills Training Center agar dapat memudahkan pengguna dalam memperoleh informasi. Metode yang digunakan dalam penelitian ini adalah Design Thinking yang meliputi tahapan empathize, define, ideate, prototype, dan test. Hasil perancangan berupa struktur navigasi, wireframe, dan prototipe desain antarmuka website. Pengujian prototipe dilakukan menggunakan usability testing dan User Experience Questionnaire (UEQ) dengan bantuan tools Maze Design kepada 23 responden dengan 13 skenario tugas. Hasil usability testing menunjukkan nilai usability score sebesar 92%, yang menunjukkan bahwa desain mudah digunakan dan dipahami oleh pengguna. Selain itu, hasil pengujian UEQ menunjukkan kategori Excellent, yang berarti desain website memiliki kualitas pengalaman pengguna yang sangat baik serta efektif dan efisien dalam memenuhi kebutuhan pengguna.
Kata Kunci : Design Thinking, Company Profile, User Experience Questionnaire (UEQ), Maze Design

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DESIGN OF A COMPANY PROFILE WEBSITE FOR GLOBAL SKILLS TRAINING CENTER USING THE DESIGN THINKING METHOD, Undergraduate Thesis. Informatics Engineering Study Program, Faculty of Information Technology, Institut Widya Pratama Pekalongan

ABSTRACT

The development of digital technology and the internet has encouraged institutions to utilize effective information media, one of which is through the design of a company profile website. Global Skills Training Center does not yet have a structured company profile website that meets user needs. This study aims to design a company profile website for Global Skills Training Center in order to facilitate users in obtaining information. The method used in this study is Design Thinking, which consists of the empathize, define, ideate, prototype, and test stages. The design outputs include navigation structure, wireframes, and interface design prototypes of the website. Prototype testing was conducted using usability testing and the User Experience Questionnaire (UEQ) with the assistance of the Maze Design tool, involving 23 respondents and 13 task scenarios. The usability testing results show a usability score of 92%, indicating that the design is easy to use and understand. Furthermore, the UEQ results fall into the Excellent category, indicating that the website design provides a very high-quality user experience and is effective and efficient in meeting user needs.

Keywords : Design Thinking, Company Profile, User Experience Questionnaire (UEQ), Maze Design