ABSTRAK

EVALUASI DAN PENGEMBANGAN FITUR PADA WEBSITE QUISION: PLATFORM PENGHUBUNG PENELITI DENGAN RESPONDEN MENGGUNAKAN METODE *AGILE DEVELOPMENT*

Oleh

AFRIZAL YOGI PRATAMA

Penelitian ini mengembangkan platform Quision berbasis website yang menghubungkan peneliti dengan responden untuk pengumpulan data kuesioner. Menggunakan metode *Agile Development* dengan kerangka kerja *Scrum*, penelitian dilakukan dalam empat iterasi yang mencakup 14 *user story*. Fokus pengembangan meliputi penyempurnaan fitur transparansi data responden, diversifikasi produk (responden hemat, umum, dan wawancara), sistem pencarian dan filter kuesioner, serta optimasi proses konfirmasi dan pencairan insentif. Hasil *usability testing* menunjukkan bahwa platform telah memenuhi kebutuhan fungsional pengguna dengan *success rate* 100%, *time-based efficiency* 0,0264 *goals*/detik, dan *error rate* 26,7%. Angka ini mengindikasikan bahwa fitur yang dikembangkan berhasil mencapai tujuan dalam hal keberhasilan fungsional, namun masih memerlukan penyempurnaan antarmuka untuk mengurangi tingkat kesalahan dan meningkatkan pengalaman pengguna secara keseluruhan. Penelitian ini tidak hanya berhasil menciptakan solusi teknis yang efektif bagi permasalahan pengumpulan data penelitian, tetapi juga membuktikan kelayakan pendekatan *Agile* dalam mengembangkan platform akademik yang responsif terhadap kebutuhan pengguna.

Kata kunci : *Scrum*, Platform Kuesioner, Quision, *Usability Testing*

ABSTRACT

EVALUATION AND FEATURES DEVELOPMENT OF THE QUISION WEBSITE: A PLATFORM CONNECTING RESEARCHERS WITH RESPONDENTS USING AGILE DEVELOPMENT METHOD

By

AFRIZAL YOGI PRATAMA

This study develops Quision, a web-based platform connecting researchers with respondents for questionnaire data collection. Employing Agile Development with Scrum framework, the research was conducted through four iterations covering 14 user stories. Development focused on enhancing respondent data transparency, product diversification (basic, standard, and interview packages), questionnaire search/filter system, as well as optimization of incentive confirmation and disbursement processes. Usability testing results show the platform has met users' functional requirements with a 100% success rate, time-based efficiency of 0.0264 goals/second, and 26.7% error rate. These figures indicate that while the developed features successfully achieved their functional objectives, interface improvements are still needed to reduce error rates and enhance overall user experience. This study has not only created an effective technical solution for research data collection problems, but has also proven the viability of the Agile approach in developing academic platforms that are responsive to user needs.

Keywords: Scrum, Questionnaire Platform, Quision, Usability Testing