

ABSTRAK

PERANCANGAN UI/UX APLIKASI MERCURIUS BERBASIS *MOBILE* DENGAN METODE DESIGN THINKING

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Perkembangan teknologi dan hadirnya *Society* 5.0 berdampak pada dunia kerja sehingga mendorong lulusan muda untuk memiliki pengetahuan serta keterampilan digital melalui kursus *online*. Dalam menentukan program pembelajaran yang cocok, pengguna mengalami kesulitan untuk memilih kursus *online* dikarenakan tampilan yang sulit dipahami oleh pengguna atau kurangnya fitur yang diperlukan. Pada penelitian ini dilakukan perancangan desain UI/UX aplikasi kursus *online* “Mercurious” berbasis *mobile apps* untuk mempermudah pengguna melakukan pembelajaran *online* dengan tampilan yang *user-friendly*. Pada perancangan ini menggunakan metode *Design Thinking* dengan mengimplementasikan 5 Fase yakni “*Empathize*”, “*Define*”, “*Ideate*”, “*Prototype*” dan “*Testing*” serta dilakukan *Usability Testing* untuk mengukur aspek *Learnability*, *Efficiency*, *Memorability*, *Error* dan *Satisfaction*. Hasil dari penelitian ini diperoleh *prototype* UI yang terdiri dari 7 fitur utama meliputi fitur *Free-trial Course*, *Kuis*, *Live Session*, *Live Session Recording*, *Forum Diskusi*, *Download Materi* dan *Edit Profil* serta dilakukan pengujian melalui *tools* Useberry kepada 5 responden sebanyak tiga kali iterasi. Hasil pada iterasi pertama menghasilkan *Learnability* 98,57%, *Efficiency* 0,0396 *goals/sec*, *Memorability* buruk, *Error* 15,7%, dan *Satisfaction* 6,71. Pada Iterasi ketiga menunjukkan peningkatan dengan *Learnability* 100%, *Efficiency* 0,0845 *goals/sec*, *Memorability* tetap buruk, *Error* turun menjadi 2,85%, dan *Satisfaction* naik menjadi 6,98. Hasil ini menunjukkan bahwa desain dapat diterima pengguna.

Kata kunci : *Kursus Online*, *User Interface (UI)*, *User Experience (UX)*, *Design Thinking*, *Usability Testing*.

ABSTRACT

UI/UX DESIGN OF THE MERCURIOS MOBILE-BASED ONLINE COURSE APPLICATION USING THE DESIGN THINKING METHOD

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Technological developments and the advent of Society 5.0 have had an impact on the world of work, encouraging young graduates to acquire digital knowledge and skills through online courses. When selecting suitable learning programs, users face challenges in choosing online courses due to interfaces that are difficult to understand or the absence of necessary features. This research focuses on designing the UI/UX of the “Mercurious” online course application, a mobile app, to simplify online learning with a user-friendly interface. This design employs the Design Thinking method, implementing the 5 phases of “Empathize,” “Define,” “Ideate,” “Prototype,” and “Testing,” along with Usability Testing to measure aspects such as Learnability, Efficiency, Memorability, Error, and Satisfaction. The results of this study yielded a UI prototype consisting of seven main features, including Free-trial Course, Quiz, Live Session, Live Session Recording, Discussion Forum, Download Materials, and Edit Profile, which were tested using the Useberry tool on five respondents over three iterations. The results of the first iteration yielded Learnability of 98.57%, Efficiency of 0.0396 goals/sec, poor Memorability, Error of 15.7%, and Satisfaction of 6.71. In the third iteration, there was an improvement with Learnability at 100%, Efficiency at 0.0845 goals/sec, Memorability remained poor, Error decreased to 2.85%, and Satisfaction increased to 6.98. These results indicate that the design is acceptable to users.

Keywords: Online Courses, User Interface (UI), User Experience (UX), Design Thinking, Usability Testing.