

ABSTRAK

Pembelajaran secara daring di Universitas Esa Unggul telah menjadi satu kesatuan dalam era digital, memungkinkan akses yang fleksibel dan terjangkau. Platform e-learning mereka, khususnya website elearning.esaunggul.ac.id, Tujuan dari penelitian ini adalah untuk mengetahui usability dan User Experience (UX) pada website elearning.esaunggul.ac.id dengan tiga aspek yaitu general usability, pedagogical usability dan user experience dan meningkatkan kualitas sistem elearning.esaunggul.ac.id. Untuk menghadapi karena kompleksitas kebutuhan pengguna dan perkembangan teknologi. Penelitian ini menggunakan metode TUXEL 2.0 dan pendekatan Human Centered Design (HCD) untuk meningkatkan UX, dengan fokus pada general usability, pedagogical usability, dan user experience guna meningkatkan efektivitas pembelajaran online. Evaluasi menemukan masalah pada General Usability sebanyak 155 masalah, dan pada Pedagogical Usability sebanyak 71 masalah, namun dengan desain solusi, terjadi penurunan yang signifikan yaitu 4 masalah pada General Usability dan 2 masalah pada Pedagogical Usability. Dari hasil perbandingan mean user experience evaluation pada evaluasi desain awal, Dimensi Attractiveness, Dependability, Efficiency, Novelty, Perspicuity, dan Stimulation memiliki kategori level persepsi "Normal" dengan mean berkisar dari -0,675 hingga 0,175, Setelah dilakukan evaluasi desain solusi terjadi peningkatan pada semua dimensi, dengan mean mencapai kategori level persepsi "Positif" pada rentang 1,3 hingga 1,55. Dari hasil perbandingan median user experience evaluation grafik perbandingan median menunjukkan peningkatan yang signifikan pada dimensi-dimensi tertentu dalam user experience evaluation. evaluasi desain awal memiliki median -1 hingga 0, Evaluasi Desain Solusi memiliki median 1 hingga 2. Hasil evaluasi positif memberikan kontribusi bagi pertumbuhan dan perkembangan layanan E-Learning di masa mendatang, memberikan masukan dan rekomendasi perbaikan antarmuka website.

Kata Kunci : TUXEL 2.0, Human Centered Design, E-Learning, User Experience,
Universitas Esa Unggul

ABSTRACT

Online learning at Esa Unggul University has become an integral part of the digital era, enabling flexible and affordable access. Their e-learning platform, particularly the website elearning.esaunggul.ac.id, aims to enhance usability and User Experience (UX). The study focuses on three aspects: general usability, pedagogical usability, and user experience, with the goal of improving the quality of the elearning.esaunggul.ac.id system. This is crucial given the complexity of user needs and technological advancements. The research employs the TUXEL 2.0 method and a Human-Centered Design (HCD) approach to enhance UX, concentrating on general usability, pedagogical usability, and user experience to improve the effectiveness of online learning. Evaluation identified 155 issues in General Usability and 71 issues in Pedagogical Usability. However, with design solutions, there was a significant decrease of 4 issues in General Usability and 2 issues in Pedagogical Usability. Comparison of mean user experience evaluation between the initial design and the solution design revealed that in the initial design, the dimensions of Attractiveness, Dependability, Efficiency, Novelty, Perspicuity, and Stimulation were categorized as "Normal" with means ranging from -0.675 to 0.175. After the evaluation of the solution design, there was an improvement in all dimensions, with means reaching a "Positive" level of perception ranging from 1.3 to 1.55. The comparison of median user experience evaluation graphs showed a significant improvement in specific dimensions. The initial design evaluation had a median of -1 to 0, while the Solution Design Evaluation had a median of 1 to 2. The positive evaluation results contribute to the future growth and development of E-Learning services, providing insights and recommendations for interface improvement on the website.

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