ABSTRAK

Website UPL MPA Unsoed merupakan media informasi dan publikasi organisasi yang memiliki beberapa permasalahan pada aspek *User Interface* (UI) dan *User Experience* (UX), seperti navigasi kurang terstruktur, desain antarmuka kurang menarik, penyajian data anggota kurang efisien, serta belum tersedianya fitur unggah artikel. Hasil evaluasi awal menggunakan *System Usability Scale* (SUS) memperoleh skor 55,83 yang menunjukkan bahwa *website* masih memerlukan perbaikan. Penelitian ini bertujuan merancang ulang UI/UX *website* UPL MPA Unsoed menggunakan metode Lean UX. Penelitian dilakukan melalui tahapan *Declare Assumption*, *Create* MVP, *Run an Experiment*, dan *Feedback and Research*. Data dikumpulkan melalui observasi, wawancara, dan kuesioner, kemudian *prototype* dievaluasi menggunakan *Usability Testing* berdasarkan aspek *learnability*, *efficiency*, *memorability*, *error*, dan *satisfaction*. Hasil penelitian menghasilkan *high-fidelity prototype* dengan perbaikan navigasi, tata letak antarmuka, dan penambahan fitur sesuai kebutuhan pengguna. Pengujian iterasi kedua menunjukkan bahwa permasalahan pada iterasi pertama telah berhasil diperbaiki, seluruh aspek *usability* memenuhi kriteria, serta seluruh hipotesis penelitian tervalidasi. Hasil tersebut menunjukkan bahwa metode *Lean* UX efektif dalam meningkatkan kualitas UI dan UX *website* UPL MPA Unsoed.

Kata Kunci: *Lean* UX, *User Interface*, *User Experience*, *Usability Testing*, UPL MPA Unsoed

ABSTRACT

The UPL MPA Unsoed website serves as an organizational information and publication platform but still faces several usability issues, including unstructured navigation, an unattractive interface, inefficient member data presentation, and the absence of a self-service article submission feature. An initial evaluation using the System Usability Scale (SUS) produced a score of 55.83, indicating that the website requires improvement. This study aims to redesign the User Interface (UI) and User Experience (UX) of the website using the Lean UX method. The research consisted of four stages: Declare Assumption, Create MVP, Run an Experiment, and Feedback and Research. Data were collected through observation, interviews, and questionnaires, and prototype was evaluated using Usability Testing based on the aspects of learnability, efficiency, memorability, errors, and satisfaction. The redesign produced a high-fidelity prototype with improved navigation, interface layout, and features tailored to user needs. The second usability testing iteration showed that the issues identified in the first iteration had been resolved, all usability aspects achieved the highest evaluation category, and all proposed hypotheses were validated. These findings indicate that Lean UX is effective in improving the UI and UX of the UPL MPA Unsoed website.

Keywords: sLean UX, User Interface, User Experience, Usability Testing, UPL MPA Unsoed