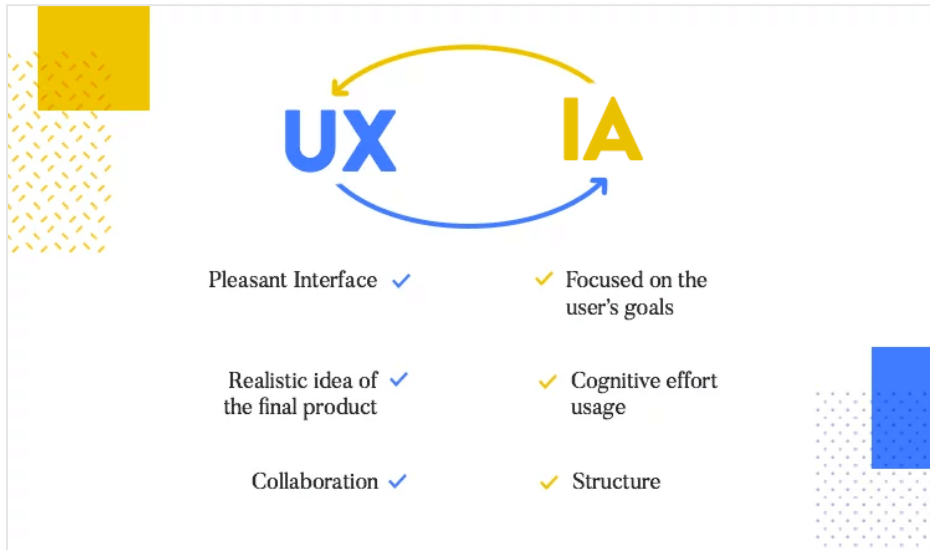


→ Aprivisi Ewa Abbas / PDF UX Portfolio

01. Website's IA Improvement

02. Internship Final Project



Website's IA Improvement

My Role:

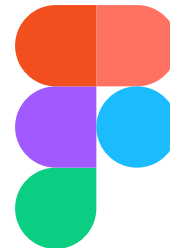
UX Research / UX Writing / UX Design

Practices:

User Interview / Card Sorting / Tree Testing / Wireframing / Mockup / Human-Centered Design (HCD) / Information Architecture /

Tools:

Figma



Project Brief

Redesign Information Architecture aspects of a study program website in a university.

Project Goals

The goals of redesigning the website are;

- Improve the current IA aspects.
- Simplify the steps needed to find information and to reduce site confusion.
- Give design recommendation for the web's UI

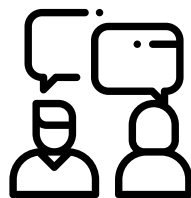
UX Research

Define The Problems

Websites are designed to simplify their users to find information easily with no much time and effort taken. But based on my self-observation, there found some problems in terms of naming, placing, and grouping the website's contents.

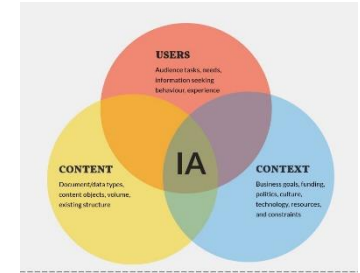
User Interview.

Next step that I did to gain a deeper scope of the problem was interviewing the related users. They said that they were rarely using the website because the website itself was hard to be understood and often make them confused.



The main problems are as follow:


- Unfamiliar category naming
- Hard to find the information needed
- Grouping content that doesn't match with its category



Creating User's Personas

Personas were created to represent the end-users of the system more easily and guide the idea generation.

MAHASISWA TINGKAT AWAL



Tujuan:

1. Mencari Informasi kalender akademik
2. Mencari informasi kegiatan kemahasiswaan
3. Mencari informasi daftar mata kuliah
4. Mencari informasi sejarah berdirinya prodi

Kebutuhan:

1. Konten yang menarik dan relevan
2. Tata letak konten mudah dipahami
3. Tampilan website menarik
4. Selalu *up to date* terkait informasinya
5. Website yang fiturnya lengkap

Andy Ibrahim merupakan mahasiswa program studi Pendidikan IPS Fakultas Keguruan dan Ilmu Pendidikan (FKIP) ULM Banjarmasin di tingkat awal, yaitu mahasiswa semester 2. Dikarenakan pengetahuan mahasiswa baru (maba) masih minim seputar prodi, maka Andy membutuhkan website yang menyediakan banyak informasi seputar prodi.

Lingkungan Sistem:

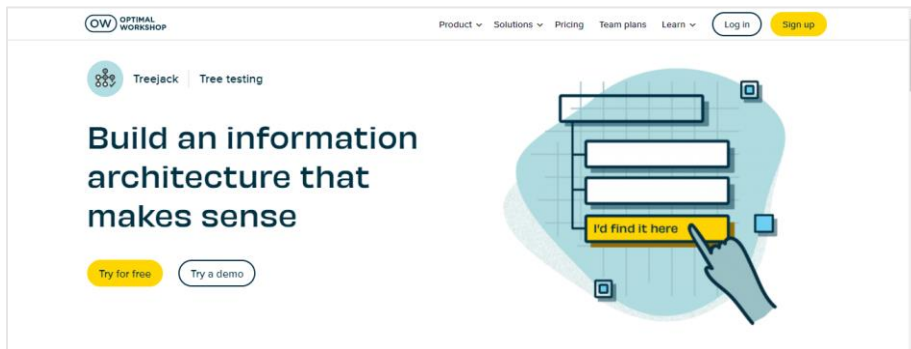
- Perangkat: Laptop, handphone
- Browser: Chrome
- Jaringan: Data seluler, Wifi

UX Writing

Testing

I did two rounds for the user testing. In the first round, users were tested in the original form of the website interface before it got repaired. In the second round, users were tested after the website got repaired. The main focus of doing user testing was to make sure that the design solution that I made was matched with user's requirement.

But unfortunately, due to the pandemic covid-19, all of the testing that should have been done offline are all being replaced by online testing with online tools Optimal Sort for the Tree Testing and the Card Sorting process. The result of card sorting was Sitemap.



Online Testing by Optimal Workshop

1. Temukan Informasi Kal...

Filter:

☒ Direct success

☒ Indirect success

☒ Direct failure

☒ Indirect failure

☒ Direct skip

☒ Indirect skip

1. Temukan Informasi Kalender Akademik

Kategori > Uncategorized > Kalender Akademik

Showing 5 of 5 participants

Success	Participant	Identifier	Path
<div></div>	1	Nor Nazmi	> Unduhan < PIPS ULM Banjarmasin > Kategori < PIPS ULM Banjarmasin > Kategori < PIPS ULM Banjarmasin > Unduhan < PIPS ULM Banjarmasin > Prana Luar < PIPS ULM Banjarmasin > Administrasi < PIPS ULM Banjarmasin > Beranda < PIPS ULM Banjarmasin > Profil > Akademik > Sistem Informasi Akademik
<div></div>	2	Hermansyah	> Beranda < PIPS ULM Banjarmasin > Administrasi > Pendaftaran Proposal Skripsi
<div></div>	7	Rizki Muhammad Shaleh	> Beranda < PIPS ULM Banjarmasin > Profil > Akademik > Sistem Informasi Akademik
<div></div>	8	Risna Ningsih	> Profil > Akademik > Sistem Informasi Akademik
<div></div>	9	Ahmad Hafe	> Profil > Akademik > Sistem Informasi Akademik






Tree Testing Result

Filter to selected participants

Exclude selected participants

Include selected participants

Delete selected participants

<input type="checkbox"/>	Participant	Identifier	Status	Time taken	Cards sorted	Comment	Include	
<input type="checkbox"/>	Participant 9	Ahmad Hafie	Completed	17:31	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 2	Hermansyah	Completed	19:45	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 1	Nor Nazmi	Completed	7:38	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 5	Risne Ningsih	Completed	12:28	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Participant 6	Rizki Muhammed Shaleh	Completed	11:44	100%		<input checked="" type="checkbox"/>	

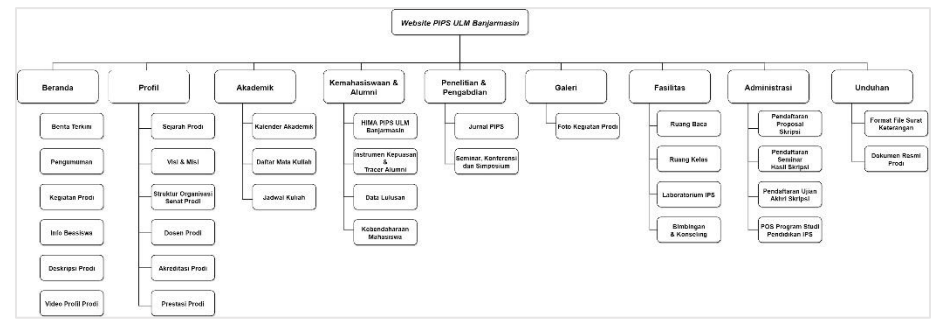
Show

100

participants per page

Showing 1 to 5 of 5 participants

Card Sorting Result

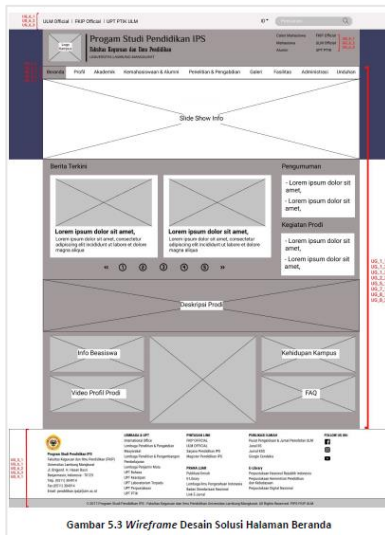


Sitemap

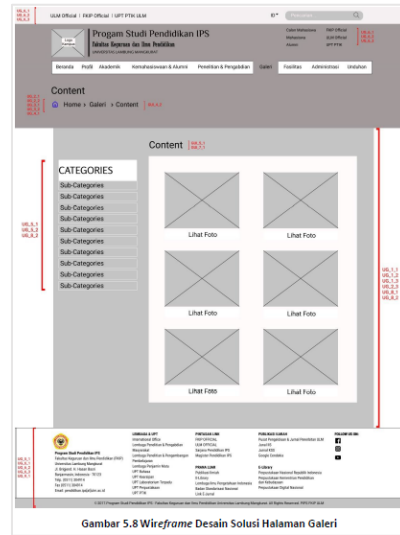
UX Designing

Wireframing

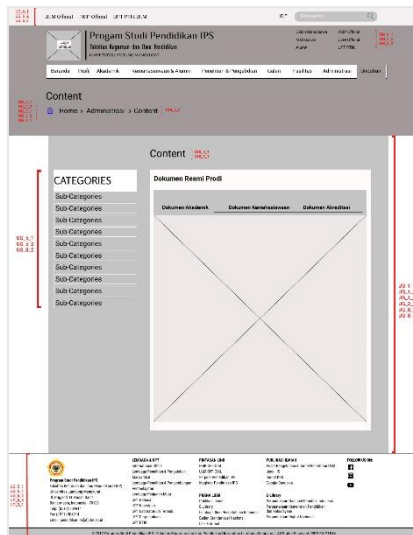
Wireframing was aimed to find out whether the information architecture aspects that I recommend as a design solution is matched with the user's requirement or not.



Gambar 5.3 Wireframe Desain Solusi Halaman Beranda

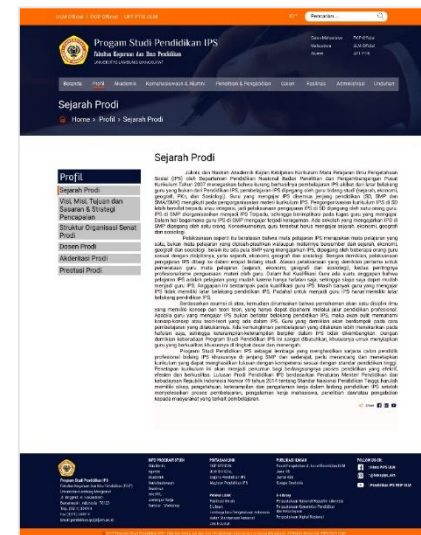
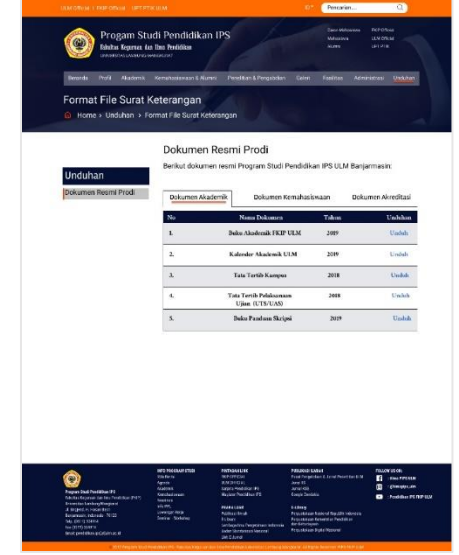
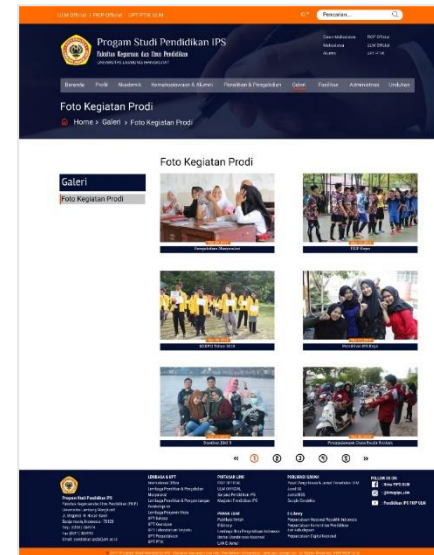


Gambar 5.8 Wireframe Desain Solusi Halaman Galeri

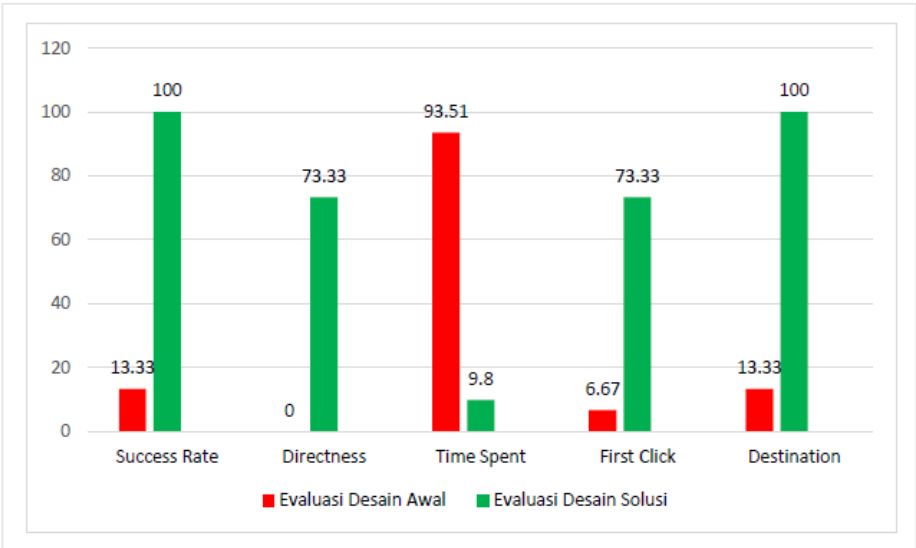
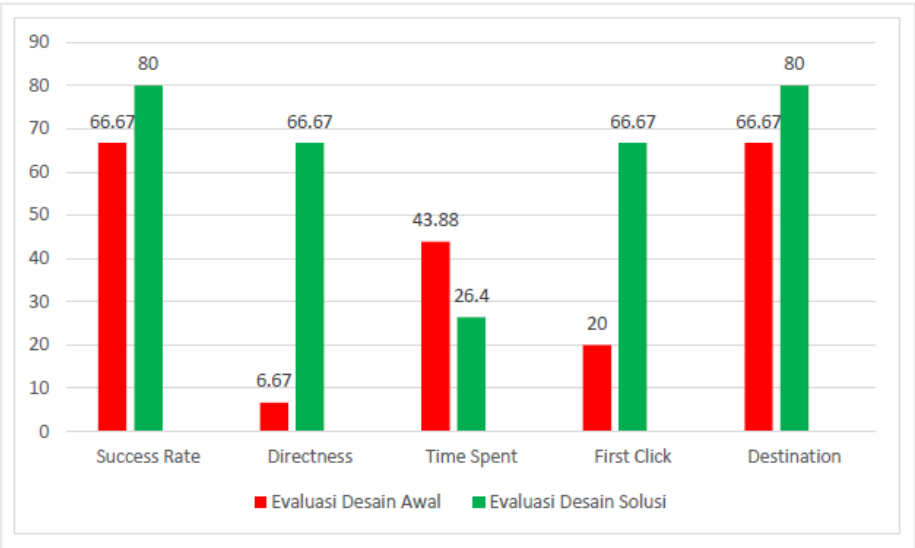
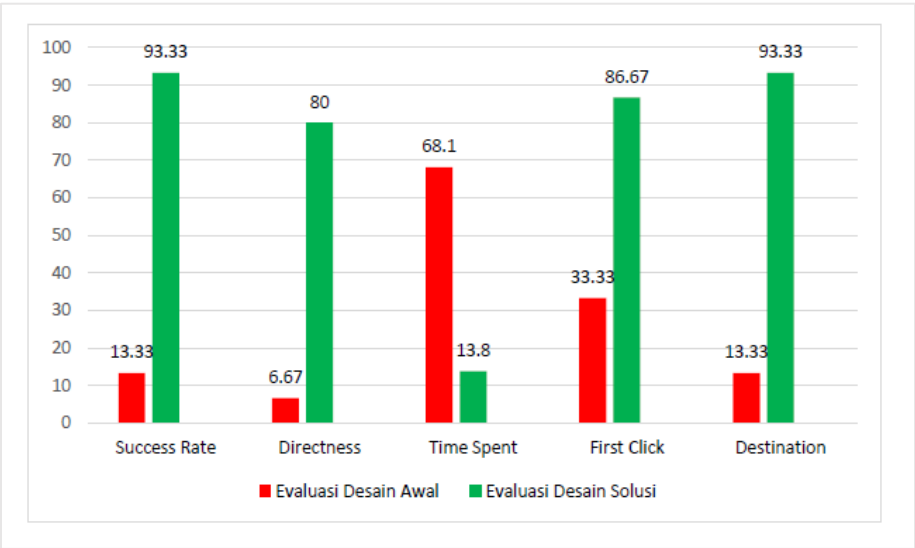


Final UI Design

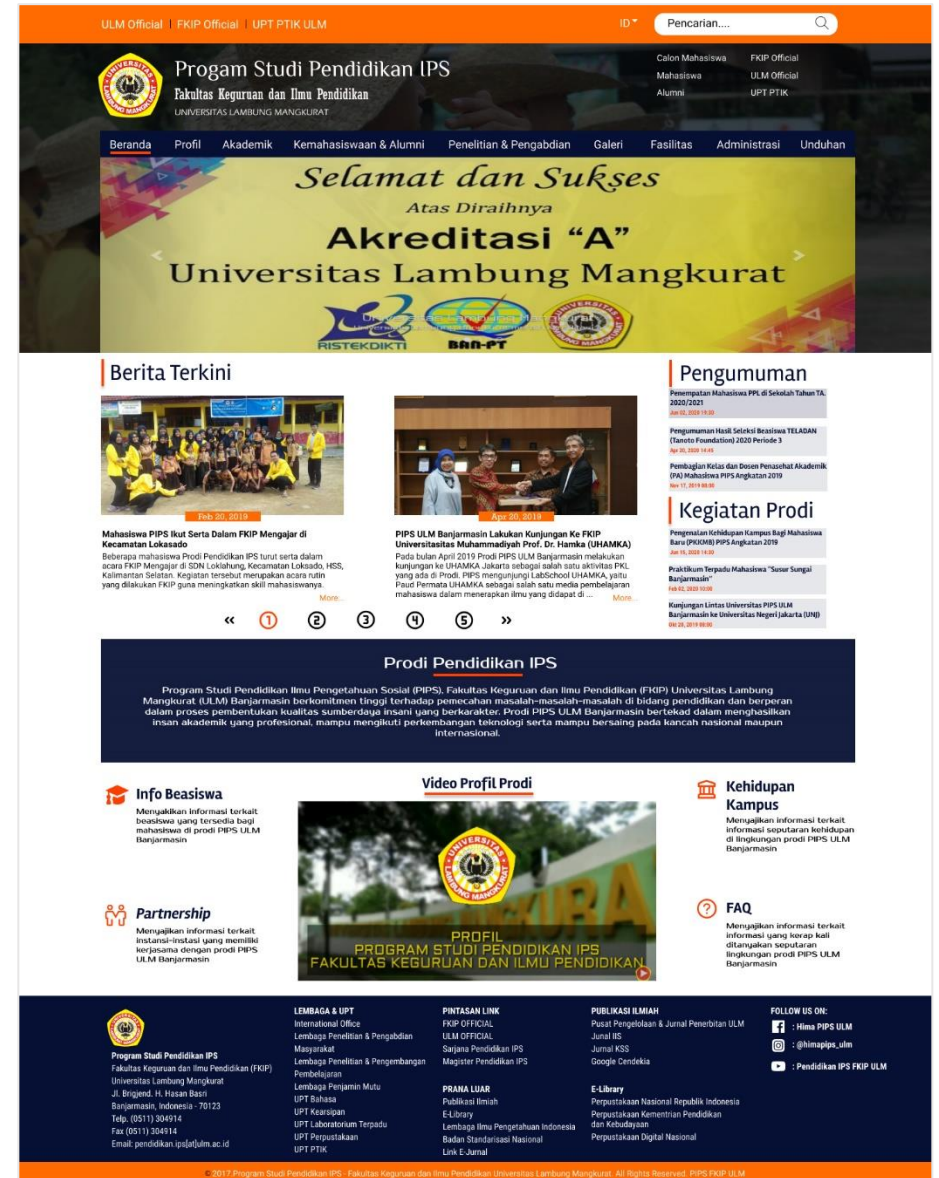
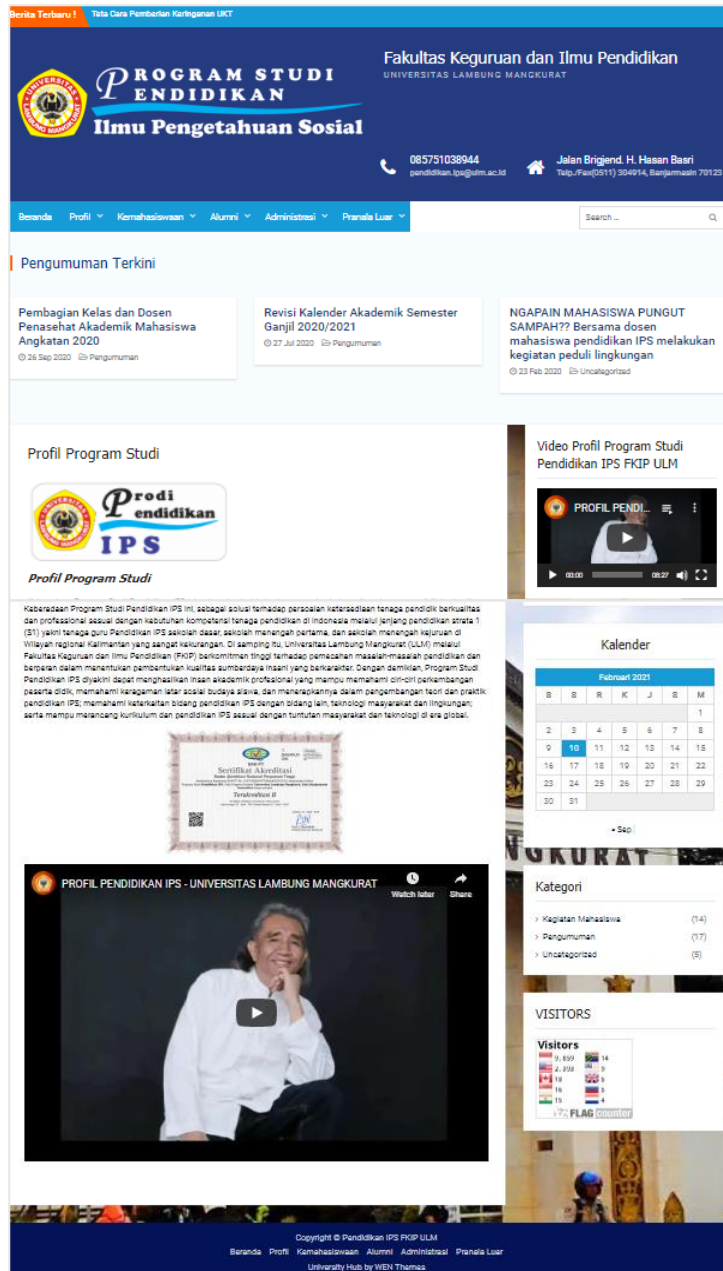
The Final UI Design that I made is in a form of mockups. Mockups provide visual details, such as colors and typography. I used the UI's guidelines from Michael O.Leavitt & Ben Shneiderman's book, Research-Based Web Design & Usability Guidelines.



Final Result



Initial UI Design VS Design Recommendation





Internship Final Project

My Role:

UX Research

Practices:

User Interview / Usability Testing / System Evaluation / SUS
Questionnaire / Task Scenario /

Team Members:

Aprivisi Ewa Abbas (me) / Intan Rahmawati / Nadia Humairo

Company:

Codelaris, Malang, East Java.



Project Brief

Evaluate a company's software and make recommendations in order to improve the software's performance.



Project Goals

The goals of this project are;

- Find out the usability problems in the software.
- Gathering user's insights toward the software.
- Measure the level of effectiveness, efficiency, and satisfaction of the software.

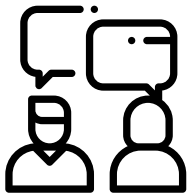
UX Research

Define The Problems

Over the last year, the developers team of Snapixa has upgraded some features of their product. But after the upgrade, it found several complaints from the users instead.

User Interview

User interview was the most fundamental and important step in this research. My team and I were interviewing the user twice.



The first interview was aimed to get information and find out the common problems based on the initial design of Snapixa. Users said that after the upgrade Snapixa became more difficult to use and they also found some problems such as domain integrations and top-up problems, publish page process became more complected, etc.

The second interview was done after the users were finished doing their testing. This interview was aimed to gain what user's perspective towards the software and what constraints they were actually facing after doing the testing process. At the second interview, users were also asked to fill the SUS Questionnaire.

No	Pertanyaan	1	2	3	4	5
1	Saya berpikir akan menggunakan sistem ini lagi.					
2	Saya merasa sistem ini rumit untuk digunakan.					
3	Saya merasa sistem ini mudah untuk digunakan.					
4	Saya membutuhkan bantuan dari orang lain atau teknisi dalam menggunakan sistem ini.					
5	Saya merasa fitur-fitur sistem ini berjalan dengan semestinya.					
6	Saya merasa ada banyak hal yang tidak konsisten (tidak serasi) pada sistem ini.					
7	Saya merasa orang lain akan memahami cara menggunakan sistem ini dengan cepat.					
8	Saya merasa sistem ini membingungkan.					
9	Saya merasa tidak ada hambatan dalam menggunakan sistem ini.					
10	Saya perlu membiasakan diri terlebih dahulu sebelum menggunakan sistem ini.					

(Sumber: (Shafrina & Santoso, 2016))

User's Problem Towards Software

The problems are stated after the users completed doing testing. The problems are:

- The language that used in the software tends to be inconsistent.
- Users often feel confused about finding certain features of the software.
- Lack of available templates.
- Users who use the application for the first time still find difficulties with the software's flow.
- The UI of the software looks boring and less attractive because it's dominated by white color.

Usability Testing

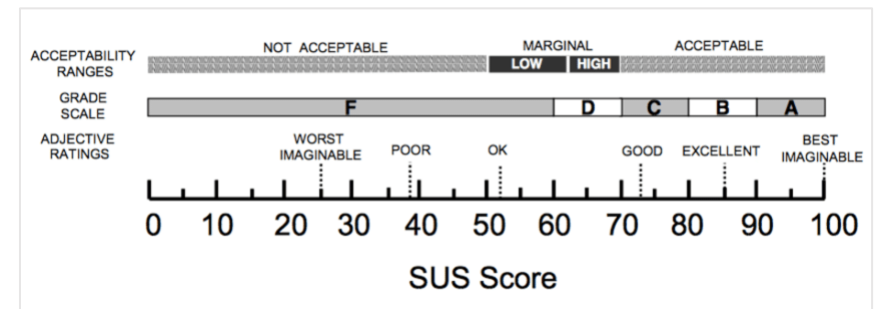
5 users that were involved in usability testing based on what Nielsen Norman said, 'The best results come from testing no more than 5 users and running as many small tests as you can afford'.



Final Result

The final results of this project were shown from the score of usability aspect of the software:

- Effectiveness (+)
 - Task completed: 92%
 - Error rate during task performance: 0.2
- Efficiency (-)
 - Time per completed task: 53 s
 - Number of clicks: 10 clicks
- Satisfaction (SUS Score)
Final SUS Score: 55
 - Acceptability: Marginal low
 - Grade scale: F
 - Adjective ranking: Ok



Interpreting SUS score using the scale of acceptability, grade scale, and adjective ranking.

Giving Final Recommendations

At the end of the process, we collected all the data that we got from the testing and the interview process from all the users to make final recommendations for the tested software, Snapixa.

The final recommendations are as follows;

- Information Architecture of the software must be fixed and must be made simpler
- Build a chat box to help users understanding the software
- Add more feature to the software
- Make the UI interface of the software more attractive
- Add more templates
- Make the domain integration easier