

**IMPLEMENTASI USER-CENTERED DESIGN
PADA PEMBANGUNAN PLATFORM CROWDFUNDING
UNTUK MENINGKATKAN MOBILE WEB USER EXPERIENCE**

ABSTRAK

Crowdfunding menjadi alternatif penggalangan dana yang semakin diminati masyarakat. Pengimplementasian platform *crowdfunding* di organisasi Alumni Pesantren Darul Arqam Muhammadiyah Daerah Garut dapat dijadikan sebagai alternatif penggalangan sumber pendanaan. Tujuan dari penelitian ini adalah: (1) Menemukan tingkat *User Experience* (UX) pada platform *Crowdfunding* dengan metode *User-Centered Design* (UCD). (2) Mengetahui hasil perbandingan dan peningkatan nilai UX pada platform *Crowdfunding* dengan sistem yang dikembangkan. (3) Memperoleh pemahaman dan mengevaluasi penerapan prinsip-prinsip UX pada tahapan pembangunan platform *Crowdfunding*. Penelitian ini telah berhasil merancang platform *Crowdfunding* dengan penerapan metode *User Centered Design* dan metode-metode *User Experience Design* dengan uji dan perhitungan menggunakan *User Experience Questionnaire* (UEQ) ditunjukkan dengan peningkatan yang positif pada UEQ tahap 2, hal ini bisa dilihat dari peningkatan rata-rata 6 dimensi di dalam *User Experience*, dibandingkan pada tahap uji dan perhitungan UEQ tahap 1, yaitu pada dimensi *Attractive* (Daya Tarik) sebanyak 0.65, dimensi *Prespicuity* (Kejelasan) sebanyak 0.65 poin, *Efficiency* (Efisiensi) sebanyak 1.13 poin, dimensi *Dependability* (Ketepatan) sebanyak 0.79 poin, dimensi *Stimulation* (Stimulasi) sebanyak 0.53 poin, dan peningkatan dimensi *Novelty* (Kebaruan) sebanyak 0.85 poin.

Kata kunci: *User Centered Design* (UCD), *User Experience* (UX), *User Experience Questionnaire* (UEQ), *Crowdfunding*

**USER-CENTERED DESIGN IMPLEMENTATION ON
CROWDFUNDING PLATFORM DEVELOPMENT
TO IMPROVE MOBILE WEB USER EXPERIENCE**

ABSTRACT

Crowdfunding become alternative fundraising method with high demand needs in public. Implementation of the crowdfunding platform in the Alumni organization Pesantren Darul Arqam Muhammadiyah Garut can be used as an alternative source of funding. The purpose of this study are: (1) Find the level of User Experience (UX) on Crowdfunding platform with methods User-Centered Design (UCD). (2) Determine the comparative results and increase the value of UX on Crowdfunding platform with a developed system. (3) Gain an understanding and evaluating the application of the principles of UX on Crowdfunding platform development stages. This study has successfully designed a platform Crowdfunding with the adoption of UCD and methods of UX Design with test and computation using the User Experience Questionnaire (UEQ) that shown with a positive improvement in the EUQ stage 2, it can be seen from the increase of 6 dimensions in the UX, than in the test and calculation UEQ stage 1, which is the dimension of Attractive with 0.65 points, the dimensions Prespicuity as much as 0.65 points, Efficiency with 1.13 points, the dimensions of Dependability as much as 0.79 points, dimensions Stimulation (stimulation) with 0.53 points, and increased the dimensions Novelty (Novelty) as much as 0.85 points.

Keywords: *User Centered Design (UCD), User Experience (UX), User Experience Questionnaire (UEQ), Crowdfunding*