

ABSTRACT

Ahmadika Wahyu Suryawan, 10119351

Analysis of Anoboy Website User Experience using the User Experience Questionnaire (UEQ)

Thesis, Information Systems Department, Faculty of Computer Science and Information Technology, Gunadarma University, 2023

Keywords: Analysis, Anoboy, User Experience, User Experience Questionnaire (UEQ)

(xi + 55 + Appendices)

Anoboy is one of the many Indonesian sub online anime streaming sites that is quite popular. This site first used Blogspot CMS and was released around mid-2012. Then, as time went by, Anoboy experienced several developments to become as big as it is today. After that, the owner changed the website to use WordPress, and bought a domain called Anoboy.com. UEQ is an abbreviation for User Experience Questionnaire, which is a questionnaire used to measure user experience with an interactive product. UEQ has 6 rating scales, namely attractiveness, clarity, efficiency, accuracy, stimulation, and novelty. The analysis results of almost all UEQ scales are in the very good zone which is marked by the safe zone and the novelty variable is in the less good zone. It can be concluded that the level of user satisfaction of the Anoboy website is very high on 5 variables, namely Attractiveness, Efficiency, Accuracy, Stimulation and Clarity with very good results (Excellent), while for the Novelty variable the results are bad (Bad), so recommendations can be made. given is to update the appearance which has not changed for a long time in order to give a fresher color to the website so as to pamper Anoboy website users.

References (2008-2023)