

ABSTRACT

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USER EXPERIENCE ANALYSIS OF THE BSTATION APPLICATION USING THE USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD

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Keywords : *Application, BSTATION, UEQ*

(xii + 40 + Attachment)

BSTATION is a video streaming platform that offers great visual and sound quality, providing users with an immersive viewing experience. BSTATION offers various interesting features, such as high-quality video streaming, various genres of movies and TV series, and exclusive content that is only available on the platform. The research objectives in this paper are to test the user experience of the BSTATION application and provide improvement recommendations to improve the performance of the BSTATION application.

The method used in analyzing Bstation is the UEQ Method. The research object is determined by identifying the main features of the Bstation application. Data collection is done by distributing questionnaires through social media. The data collected is then processed using Data Analysis Tools. First, the results of the calculation of the result of the user experience level of the BSTATION application in the aspects of Attractiveness, Clarity, Efficiency, Accuracy, and Stimulation have a positive impression. While there is 1 neutral impression, namely on the Novelty aspect.

The calculation results on the benchmark show that the aspects of Attractiveness, Clarity, Efficiency, and Accuracy are above average, while Stimulation is good. However, the Novelty aspect was below average. This indicates that users may feel that BSTATION does not offer anything new or different. Some efforts that can be made include adding unique features, creating more sophisticated and interesting features. In addition, actively involving users in the development process through feedback collection will go a long way in ensuring that new features are rolled out in line with user expectations.

References (2018-2023)