

ABSTRACT

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USER EXPERIENCE EVALUATION ON UNIQLO APPLICATION USING USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD

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(xii+59+Attachments)

Complaints were found from users regarding the system and services on the UNIQLO application such as application errors, bugs in application features, and payment constraints. Complaints related to service quality will significantly affect the level of user satisfaction, where user satisfaction is influenced by user experience. The purpose of this study was to determine the level of user experience aspects on the current UNIQLO application, as well as to determine aspects of user experience that need to be improved using the User Experience Questionnaire (UEQ). The population of this study was UNIQLO application users with a simple random sampling technique. Data analysis was carried out using the UEQ Data Analysis Tools. In using a particular product or technology, including the internet and this site, it aims to determine the level of UX satisfaction in using the application. In this study, the number of user respondents was 100 people. Respondents have different backgrounds with an age range of 17 to over 40 years who have used the UNIQLO application. Testing was carried out using a tool in the form of the User Experience Questionnaire (UEQ). The results of the UX evaluation using the UEQ showed that the variable aspects of Attractiveness, Perspicuity and Efficiency received positive evaluation scores. Meanwhile, the variables Dependability, Stimulation and Novelty get a value with a neutral evaluation result. The results of this UX analysis show that users feel satisfied while using the UNIQLO application.

References (2018 – 2023)