

ABSTRACT

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ANALYSIS OF USER EXPERIENCE ON THE UNIQLO ID APPLICATION USING THE USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD

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The development of information and communication technology has led many companies to utilize digital platforms. One such company that markets its products through digital platforms is Uniqlo. Uniqlo launched the Uniqlo ID application, enabling customers to shop for Uniqlo products online. As of May 2024, the Uniqlo ID application has been downloaded by over 5 million users on Google Play Store, achieving a rating of 4.8 out of 5. However, there are still some user complaints regarding the application. A good user experience can enhance user satisfaction, loyalty, and consistent usage of the application. The purpose of this research is to measure and analyze the user experience (user satisfaction) of the Uniqlo ID application using the User Experience Questionnaire (UEQ) method. The UEQ method provides a comprehensive assessment of various UX aspects, including attractiveness, clarity, efficiency, precision, stimulation, and novelty. The research results show that the scales of attractiveness, efficiency, and stimulation received an (excellent) rating. The clarity and precision scales received a (good) rating, while the novelty scale received an (above average) rating. The novelty scale obtained the lowest score among the other aspects. The research findings indicate that the innovative features and creative/appealing design elements of the Uniqlo ID application can be further improved.

Bibliography (2014-2024)