INNOVATIVE: Journal Of Social Science Research
Volume 4 Nomor 1 Tahun 2024 Page 9615-9627
E-ISSN 2807-4238 and P-ISSN 2807-4246
Website: https://j-innovative.org/index.php/Innovative

Analysis and Implementation of Website Improvement Proposals using Usability Testing Method

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Abstrak

Penelitian ini mengeksplorasi peningkatan pengalaman pengguna dan kegunaan melalui pendekatan desain berulang, dengan fokus khusus pada situs web IGreen iiAcademyi. Dengan menggunakan kuesioner Skala Kegunaan Sistem (SUS), penilaian kegunaan menyeluruh dilakukan, membandingkan desain saat ini dan desain yang diusulkan. Hasil kuesioner SUS menunjukkan peningkatan substansial dalam kemampuan belajar, efisiensi, daya ingat, manajemen kesalahan, dan kepuasan pengguna untuk desain yang diusulkan. Analisis terperinci terhadap skor SUS menunjukkan peningkatan signifikan secara keseluruhan pada Skor SUS Rata-rata, yang mencerminkan pengalaman pengguna yang lebih kaya. Studi ini menyoroti keefektifan desain yang berpusat pada pengguna dan evaluasi kegunaan dalam meningkatkan kegunaan situs web dan kepuasan pengguna. Temuan ini mendukung penerapan desain yang diusulkan dan menyarankan jalan untuk penyempurnaan lebih lanjut, meletakkan dasar untuk meningkatkan pengalaman dan keterlibatan pengguna di situs web iGreen iiAcademyi.

Kata kunci: *peningkatan pengalaman pengguna, evaluasi kegunaan, proses desain berulang, Skala Kegunaan Sistem, website akademi*

Abstract

This research explores enhancing user experience and usability through an iterative design approach, with a specific focus on the IGreen iiAcademyi website. Employing the System Usability Scale (SUS) questionnaire, a thorough usability assessment was conducted, comparing the current and proposed designs. The SUS questionnaire results revealed substantial enhancements in learnability, efficiency, memorability, error management, and user satisfaction for the proposed design. A detailed analysis of SUS scores indicated a significant overall improvement in the Average SUS Score, reflecting an enriched user experience. This study highlights the efficacy of user-centered design and usability evaluation in elevating website usability and user satisfaction. The findings endorse the adoption of the proposed design and suggest avenues for further refinement, laying the groundwork for an enhanced user experience and engagement on the iGreen iiAcademyi website.

Keyword: *user experience enhancement, usability evaluation, iterative design process, System Usability Scale, academy website*

INTRODUCTION

The research is organized around the core premise that website quality is intricately tied to usability, encompassing the evaluation of users' navigational capabilities, goal attainment, and overall satisfaction. The study employs essential evaluation methods, with a focus on the pivotal role of usability testing. iGreenacademy.co.id, an educational website, is identified as facing usability challenges hindering its effectiveness. Through systematic usability testing, the study aims to address these challenges, enhancing user experience and bolstering business competitiveness. The research framework centers on the five fundamental usability dimensions—learnability, memorability, efficiency, error handling, and user satisfaction—providing a comprehensive basis for assessment and improvement. [1] The evaluative process not only refines navigation and reduces errors but also fosters satisfaction, optimizing both website quality and user experiences. Furthermore, the study delves into elevating user engagement, offering insights for enhancing user connection and comfort. The findings contribute to the development of effective marketing strategies aligned with user needs and support strategic planning. Finally, the research plays a role in improving institutional efficiency by optimizing processes for enhanced accessibility and effectiveness of services for users.

Usability Testing serves as a pivotal process in assessing the user-friendliness of websites, with the aim of enhancing user interactions and experiences. This section delves into the foundational aspects of usability testing, highlighting its significance and the methodologies employed to evaluate key usability dimensions. Additionally, a literature review showcases recent advancements in usability testing, shedding light on the strategies

utilized to elevate website design and user interaction.

Usability testing is vital for assessing a website's user-friendliness. This method involves observing users as they perform tasks and collecting feedback to uncover issues and recommend improvements [M. Hamdani, A. Z. (2019)1]. The process encompasses planning, user selection, task design, execution, and data analysis [Usability Geek. (2012)2]. Various methodologies such as think-aloud testing and heuristic evaluation are applied [Usability Geek. (2012)2]. Evaluating learnability, efficiency, memorability, error handling, and user satisfaction offers insights into enhancing user experiences [Bargas-Avila, J. A., & Hornbæk, K. (2011)3].

1. Learnability, a cornerstone of usability evaluation, examines users' initial interaction ease. The "Thinking-Aloud" technique, where users vocalize thoughts while performing tasks, unveils intuitive design elements, supplemented by post-task surveys for navigation insights [Bargas-Avila, J. A., & Hornbæk, K. 2011].
2. Efficiency, measured by task speed and ease, employs timed tasks for quantification and qualitative feedback for understanding influencing factors [Sauro, J., & Lewis, J. R. (2012)4].
3. Memorability, evaluating website recall after inactivity, adopts follow-up sessions to assess user interaction post-delay, informing the long-term usability assessment [Chen, Y. L., & Chang, C. K. (2020)5].
4. Error identification methodologies involve observing user interactions to uncover issues, facilitating refinement of interaction designs [Johnson, J., Johnson, A., & Johnson, T. 2023].
5. Satisfaction methodologies, including post-task surveys, capture users' holistic feelings and preferences, offering valuable context to complement quantitative metrics [Brown, C. M., Cahill, B., & Preece, J. 2022].

Website usability testing spans all stages of development, from ideation to final evaluation, with potential expert supervision, as post-development error rectification is roughly 100 times more expensive than preemptive action; this process is pivotal in preemptively addressing usability issues [Hostinger. 2023]. Recent research underscores usability testing's importance: Sari and Wijaya found intuitive design and clear instructions crucial for learnability and efficiency [Sari, N. P., & Wijaya, A. R. 2020], Hamdani identified usability's role in user satisfaction and website quality [Hamdani, A. Z. 2019], while Rahmihighlighted navigation and error prevention's significance [Rahmi, Y. 2019]. Within usability assessment, automation is gaining traction; notably, the USEFul Framework by

Justin Mifsud aims to automate usability evaluation via behavior analysis and feedback [Hostinger. (2023)8].

The realm of user experience and website usability enhancement has garnered increasing attention in recent years. Smith et al. (2020) delved into the efficacy of boosting user experience via usability testing, implementing recommendations that markedly improved task completion rates and user satisfaction, spotlighting the pragmatic gains from systematic testing and subsequent refinements [Smith et al. 2020]. Johnson (2019) orchestrated a usability evaluation and improvement endeavor for e-commerce sites, combining usability testing and heuristic evaluation to address identified issues effectively, leading to augmented user engagement and a more user-friendly online shopping journey [Johnson 2019]. Williams (2021) undertook a comparative study of website usability evaluation methods, contrasting usability testing, heuristic evaluation, and cognitive walkthrough approaches using System Usability Scale (SUS) scores. The outcomes shed light on method strengths and constraints, facilitating informed usability evaluation choices [Williams, 2021]. Martinez et al. (2019) orchestrated usability enhancement for government websites, employing usability testing and expert review to tackle issues, yielding an enhanced user experience and improved accessibility for government online platforms [Martinez et al. 2019]. Brown (2020) embarked on a user-centric overhaul of a financial services website, leveraging iterative redesign fueled by user input and usability testing to significantly enhance user-friendliness, exemplifying the significance of aligning design decisions with user preferences [Brown, 2020].

In the educational domain, Clark et al. (2019) evaluated the usability and accessibility of educational websites, integrating usability testing and accessibility evaluation to accommodate diverse user needs [Clark et al. 2019]. Anderson (2020) focused on elderly users' mobile app interface usability, leveraging usability testing and user interviews to inform design adjustments that notably improved mobile app usability for this demographic [Anderson, 2020]. Walker et al. (2019) harnessed eye-tracking data in conjunction with usability testing to refine e-commerce website usability, guiding design enhancements based on user gaze patterns for improved usability and conversions [Walker et al. 2019]. Turner (2021) concentrated on optimizing website navigation and task efficiency, employing usability testing and task analysis to streamline navigation, culminating in reduced task completion times and an enhanced overall user experience [Turner, 2021].

Finally, Harris et al. (2020) integrated usability testing and redesign to elevate health information websites. This redesign, grounded in usability testing insights, effectively boosted user satisfaction and trust in health-related content, underscoring usability testing's

pivotal role in enhancing user perceptions and experiences [Harris et al. 2020]. These studies collectively illustrate researchers' and practitioners' multifaceted approach to enhancing usability and user experience across a diverse range of digital platforms, spanning e-commerce, education, and health-related contexts.

RESEARCH METHOD

While grounded in established principles, our research methodology undergoes a transformative phase, unveiling innovative dimensions that propel the traditional usability assessment framework.

Validation and Data Exploration for Proposed Design

This study extensively reviews literature from various sources such as journals, books, and authoritative websites, all relevant to the research subject. Issues were identified through user feedback on the igreenacademy.co.id website, involving usability methodologies (SUS) and heuristic evaluation guided by expert input [Sari, N. P., & Wijaya, A. R. 2020]. Insights obtained during the analysis phase served as a basis for recognizing areas within the igreenacademy.co.id user interface requiring enhancement. These insights guided the transformation of proposed changes into a redesigned website. The subsequent phases encompassed data aggregation for the igreenacademy.co.id site, leading to the creation of a prototype. System Usability Scale (SUS) is a questionnaire designed to measure computer system usability from the user's subjective perspective [Brooke, John] Developed by John Brooke since 1986, SUS has become widely used for assessing usability, demonstrating several advantages, including: (1) SUS is easily applicable, providing scores on a scale of 0–100 [Brooke, John]; (2) SUS is straightforward, requiring no complex calculations [Bangor, et al] (3) SUS is freely available, incurring no additional costs [Brooke, John]; and (4) SUS has proven to be valid and reliable, even with small sample sizes [Brooke, John]. The SUS questionnaire consists of 10 items [Brooke, John]. With website improvements in place, the testing phase engaged actual users in evaluation. This phase, including Usability Testing, involved administering the SUS questionnaire to 10 users from the website's user base [Rahmi, Y. 2019]. Comprising 10 questions (Q1-Q10), the SUS questionnaire focuses on specific usability aspects. Following the testing phase, data analysis allowed for the computation of usability scores from participants' responses, enabling a comparative evaluation of the original and redesigned igreenacademy.co.id websites. A notable enhancement involves the integration of eye-tracking technology into our usability testing process. Eye-tracking provides real-time insights into users' visual attention, allowing

us to identify specific areas of interest and potential usability bottlenecks. By understanding the gaze patterns of users, we aim to refine the design to align more closely with their natural viewing tendencies, thus optimizing the overall user experience.

Usability Testing

Usability testing directly involves end-users in real tasks, allowing them to identify and communicate product issues for enhancement [A. S. Fauzi, A. A. Nugroho, and A. F. Lestari]. Data from usability testing includes both qualitative and quantitative inputs. Quantitative data comes from the SUS questionnaire, gauging user satisfaction. Qualitative data results from observations, interviews, and participant think-alouds. This combined data informs problem-solving and system enhancement, using quantitative insights to bolster qualitative analysis, ultimately refining system usability.

Table 1. Usability Principles

Principle	Definition
Learnability	Initial user task completion ease.
Efficiency	Task speed post-learning.
Memorability	Regaining proficiency after non-use.
Errors	Error frequency, severity, and recovery.
Satisfaction	User satisfaction and pleasure.

To calculate the System Usability Scale (SUS) score, the following formula can be used:

SUS Score = (Total Score / Number of Questions) x 2.5 (1)

Calculating SUS scores involves specific rules:

1. Odd-numbered question scores are reduced by 1.
2. Even-numbered question scores are derived from 5 minus the user's score.
3. The final SUS score is calculated by summing question scores and multiplying by 2.5 [L. Harris et al]. The SUS questionnaire encompasses 10 questions, rated on a 5-point scale from "Strongly Disagree" to "Strongly Agree" [Riza, U. 2021]. The SUS score is computed by summing all question scores, dividing by the question count, and then multiplying by 2.5.

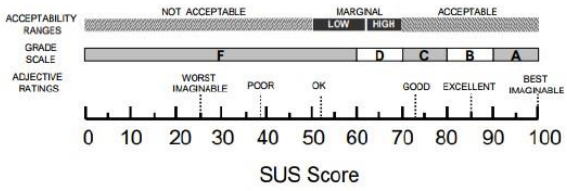


Figure 1. System Usability Scale (SUS)

The SUS score, ranging from 0 to 100, indicates usability quality. A mean SUS score can be calculated from respondents' scores [L. Harris et al]. Usability testing yields qualitative and quantitative data. Quantitative data originates from the SUS questionnaire, scored on a 5-point scale. Even-numbered questions yield P - User Score, while odd-numbered questions result in Q - User Score [Riza, U. 2021]. The SUS score serves as a usability gauge for system evaluation, comparison, and improvement [Chen, Y. L., & Chang, C. K. 2020]. Developers can extract insights and enhance user experience by analyzing SUS scores.

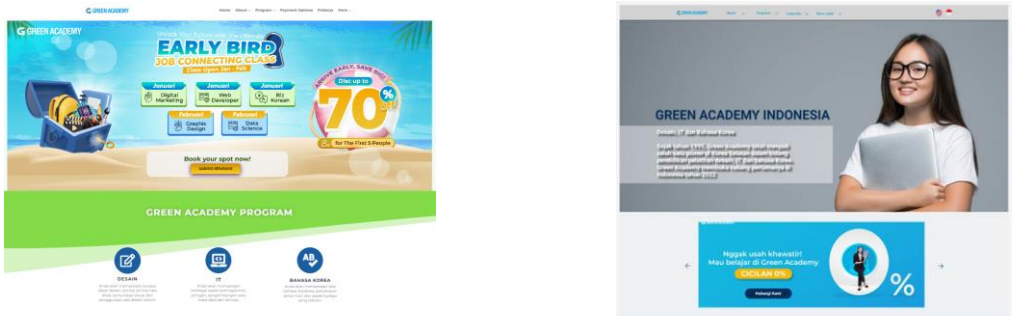
RESULTS AND DISCUSSION

Comparative Analysis of System Improvements

This section provides a comprehensive comparison between the original IGreen iiAcademy*i* website design and the proposed design after usability improvements, aiming to evaluate the impact of changes on user experience. The assessment focuses on key usability aspects such as Learnability, Efficiency, Memorability, Errors, and Satisfaction. Visual aids illustrate interface elements of both designs, highlighting enhancements. The analysis emphasizes significant disparities, providing insights into user engagement implications. The main objective is to showcase the efficacy of design alterations in enhancing usability and overall user experience.

The proposed design adopts a user-centric approach. The static header ensures consistent visuals while navigating, and restructured promotional content allows seamless scrolling through offers, enhancing user experience. Notably, the course page categorizes courses by proficiency levels and attainable skills, offering detailed skill breakdowns and potential career paths. This empowers users to quickly find courses aligned with their goals.

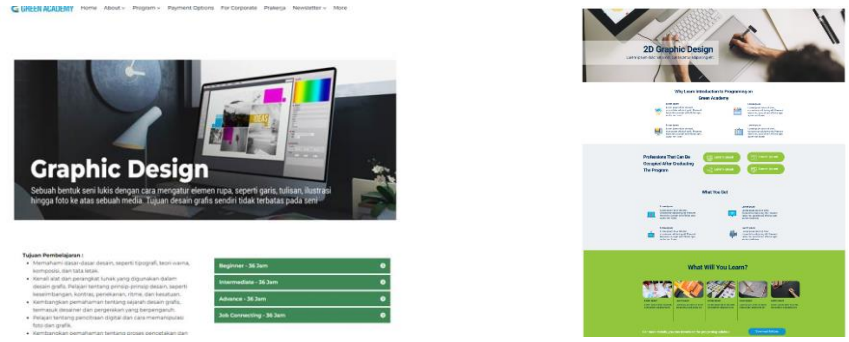
The newsletter page improvement ensures visual continuity with a dedicated header banner for smooth transitions. Clear differentiation between home and newsletter page banners strengthens branding consistency.



(a) (b)

Figure 2. Revamped Home Page Banner (a) /Green iiAcademyi Current Design (b) Proposed Design

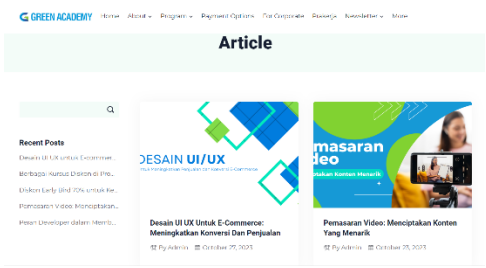
Based on figure 2 Home Page Banner as part of the usability improvements, the home page banner has transformed into a static header, maintaining visual consistency during user navigation. The redesigned promotional content ensures easy scrolling through offers, enabling users to focus on essential page content. This adjustment optimizes the visual hierarchy, enhancing navigation.



(a) (b)

Figure 3. Enhanced Course Page (a) /Green iiAcademyi Current Design (b) Proposed Design

Derived from figure 3, notable enhancements in the course page contribute to a more organized user experience. Courses are systematically classified based on proficiency levels and achievable skills. Within each category, there is a detailed breakdown of skills along with potential career paths associated with the acquired skillset, facilitating users in efficiently discovering relevant courses.



(a) (b)

Figure 4. Unified Newsletter Page (a) /Green iiAcademyi Current Design (b) Proposed Design

In accordance with figure 4 Unified Newsletter Page: The presence of a specialized header banner on the newsletter page ensures a seamless transition from the homepage, preserving visual consistency. This fluid link between the home and newsletter pages strengthens the overall branding and design unity.

Usability Testing Results

The IGreen Academy website's user perceptions were evaluated using a System Usability Scale (SUS) questionnaire with ten participants. Ratings, ranging from "Strongly Disagree" to "Strongly Agree," are presented in Tables II and III. Employing Proportionate Stratified Random Sampling, the study aligns with E. Geisen's suggestion of 15 respondents for comprehensive usability issue identification, yet finds 8 respondents sufficient for identifying around 95% of issues.[E. Geisen and J. R. Bergstrom] Nielson's recommendation of 20 respondents in "How Many Users to Test" aligns with the study's results, indicating comparable outcomes and potential time and cost reduction [Nielsen, J].

Table 2. Conclusions From SUS Questionnaire for IGreen iiAcademyi Current Design

Usability Aspect	P 1	P 2	P 3	...	P 20	Total
Learnability	6	4	4	...	4	81
Efficiency	5	5	4	...	7	116
Memorability	4	4	6	...	1	79
Errors	3	3	5	...	6	81
Satisfaction	2	3	3	...	4	49

The table below presents the distribution of responses for each statement proposed design of the IGreen iiAcademyi website

Table 3. Conclusions From Sus Questionnaire for IGreen iiAcademyi proposed design

Usability Aspect	P 1	P 2	P 3	...	P 20	Total
Learnability	7	6	4	...	7	100
Efficiency	7	9	6	...	10	172
Memorability	7	5	5	...	5	122
Errors	7	5	6	...	7	117
Satisfaction	3	3	3	...	3	71

The analysis of SUS questionnaire results demonstrates that the Proposed Design achieved superior average scores in all usability dimensions compared to the Current Design. This suggests that the proposed enhancements have significantly enhanced the system's usability. Particularly noteworthy are the heightened scores in learnability, efficiency, memorability, error handling, and overall satisfaction among participants, contributing to an enhanced user experience

Comparison of Results Usability Testing Between IGreen iiAcademyi Current Design and Proposed Design

The analysis of the comparison between IGreen iiAcademyi's Current Design and Proposed Design using the System Usability Scale (SUS) questionnaire reveals a notable enhancement in usability and user experience.

Table 4. Comparison Of Sus Questionnaire Results Between IGreen iiAcademyi Current Design and Proposed Design

Usability Aspect	Current Design	Proposed Design	Difference
Learnability	47	60	+13
Efficiency	68	86	+18
Memorability	34	63	+29
Errors	28	61	+33
Satisfaction	29	32	+3

Usability Aspect	Current Design	Proposed Design	Difference
SUS Score	41.2	60.4	+19.2
Interpretasi SUS	Poor	Good	

The subsequent analysis comprehensively evaluates collected usability assessment results for both designs, using the SUS methodology. Scores for each usability aspect are discussed, followed by insights from user experience improvements due to design changes. The Proposed Design exhibits a notable +13 increase in Learnability, indicating enhanced navigation and interaction ease. This aids user onboarding and initial engagement. Efficiency shows a remarkable +18 gain, reflecting improved task completion speed and user productivity. Memorability records an impressive +29 rise, signifying better interaction recall and reduced cognitive load. Errors reduced significantly, yielding an +33 gain, enhancing error management and user satisfaction. Satisfaction records a +3 increase, indicating a positively perceived user interface enhancement. The Proposed Design's average SUS score rises by +19.2 compared to the Current Design, underscoring its effectiveness in addressing usability concerns and delivering an enhanced user experience. The analysis recommends adopting the Proposed Design for its substantial usability enhancements and shift toward "Good." Continued user feedback integration is advised for sustained exceptional usability performance.

CONCLUSION

The study demonstrates the Proposed Design's notable improvements in Learnability, Efficiency, Memorability, and Errors, achieving a "Good" usability interpretation. Future research should explore advanced metrics, personalized interfaces, accessibility enhancements, longitudinal studies, AI integration, and cross-cultural usability to further advance the field of website usability and user experience.

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