

USER EXPERIENCE DESIGN FOR BENGKALIS REGIONAL PUBLIC HOSPITAL WEBSITE USING THE USER EXPERIENCE QUESTIONNAIRE METHOD

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ABSTRACT

The Bengkalis Regional General Hospital is one of the healthcare institutions that provides healthcare services, offering inpatient, outpatient, and emergency services. In order to depict various information about Bengkalis Regional General Hospital (RSUD Bengkalis), an official website is deemed necessary as a small-scale solution to ensure that information about RSUD Bengkalis is easily accessible to the general public, patients, and visitors. The purpose of this research is to examine the unique user experience (UX) and user interface (UI) of the official website of RSUD Bengkalis, conducting an evaluation to assess and identify any shortcomings in the user experience of the website. The method employed will be the User Experience Questionnaire (UEQ), utilizing 26 questions with the aim of processing the data through the UEQ Data Analysis Tool. This analysis will serve as a reference for designing a new prototype and as a testing tool for the designed prototype using the Design Thinking method. The UEQ testing of the prototype designed with the Design Thinking method yielded benchmark results in the aspects of Attractiveness, Efficiency, Dependability, Perspicuity and Stimulation was “Below Average”, Novelty was “Bad”. The research results are expected to provide recommendations for RSUD Bengkalis to implement the prototype, enabling effective, efficient, and engaging information delivery that makes users more comfortable in consistently engaging with the RSUD Bengkalis website.

Keywords: *User Expreience, Design thingking, Bengkalis Regional Public Hospital.*