

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi pengalaman pengguna (User Experience/UX) pada *website* Trunojoyo *Digital Library* (E-Libs) menggunakan Google HEART Framework. Evaluasi dilakukan untuk mengidentifikasi aspek-aspek yang perlu ditingkatkan serta memberikan rekomendasi perbaikan dalam bentuk prototipe berbasis pengguna. Metode HEART digunakan untuk mengukur lima metrik utama, yaitu *Happiness*, *Engagement*, *Adoption*, *Retention*, dan *Task Success*. Data dikumpulkan melalui kuesioner dengan 398 responden dan dianalisis menggunakan teknik deskriptif, uji validitas dan reliabilitas, serta *Paired Sample t-Test*. Berdasarkan hasil pengolahan data pertama menunjukkan bahwa *Task Success* memperoleh skor tertinggi (3,85), sedangkan *Happiness* (2,43), *Engagement* (3,02), *Adoption* (2,95), *Retention* (2,56) yang relatif rendah. Setelah dilakukan perancangan ulang antarmuka dengan pendekatan User-Centered Design (UCD), nilai rata-rata seluruh metrik meningkat signifikan, di mana *Task Success* mencapai 4,35, *Happiness* (4,37), *Engagement* (4,30), *Adoption* (4,37), *Retention* (4,33). Uji *Paired Sample t-Test* menunjukkan nilai $\text{Sig} < 0,05$, yang membuktikan adanya peningkatan signifikan pada semua metrik. Hal ini menunjukkan penerapan kombinasi HEART Framework dan User-Centered Design terbukti efektif dalam meningkatkan pengalaman pengguna *website* E-Libs.

Kata Kunci: *User Experience*, *User Interface*, HEART Framework, User-Centered Design (UCD), Evaluasi *Website*, *Digital Library* Trunojoyo (E-Libs)

ABSTRACT

This study aims to evaluate the user experience (UX) of the Trunojoyo Digital Library (E-Libs) website using the Google HEART Framework. The evaluation is conducted to identify areas that require improvement and to provide design recommendations in the form of user-based prototypes. The HEART method measures five key metrics: Happiness, Engagement, Adoption, Retention, and Task Success. Data were collected through questionnaires distributed to 398 respondents and analyzed using descriptive statistics, validity and reliability testing, and the Paired Sample t-Test. The initial findings indicate that Task Success obtained the highest score (3.85), while the scores for Happiness (2.43), Engagement (3.02), Adoption (2.95), and Retention (2.56) were relatively low. After redesigning the interface using the User-Centered Design (UCD) approach, the average scores of all metrics increased significantly, with Task Success reaching 4.35, Happiness (4.37), Engagement (4.30), Adoption (4.37), and Retention (4.33). The Paired Sample t-Test results show $\text{Sig} < 0.05$, confirming a significant improvement across all metrics. These findings demonstrate that the combination of the HEART Framework and User-Centered Design is effective in enhancing the user experience of the E-Libs website.

Keywords: *User Experience, HEART Framework, User-Centered Design, Website Evaluation, Trunojoyo Digital Library (E-Libs)*