

INTISARI

Penelitian ini bertujuan mengoptimalkan edukasi terkait menjaga kenaikan suhu global 1,5 derajat Celsius, meningkatkan keterlibatan pengguna melalui fitur interaktif, serta menilai kepuasan pengguna terhadap *website* Ailesh. Variabel penelitian dibatasi pada efektivitas penyampaian informasi, responsivitas komunikasi, serta pengalaman pengguna dalam memanfaatkan fitur interaktif seperti kuis, kalkulator karbon, jurnal, dan komunitas. Metode analisis yang digunakan adalah studi kasus dengan pendekatan campuran, yaitu kualitatif melalui wawancara, observasi, dan studi pustaka dengan pihak Ailesh dan pengguna, serta kuantitatif menggunakan survei *User Experience Questionnaire (UEQ)* untuk mengevaluasi tingkat kegunaan dan kepuasan setelah *website* jadi. Hasil penelitian menunjukkan bahwa pengembangan desain antarmuka *website* Ailesh dengan metode *design thinking* menghasilkan desain baru yang lebih interaktif, responsif, dan fokus pada edukasi menjaga kenaikan suhu global. Implementasi fitur edukasi *1,5 degree challenge*, kuis, *carbon footprint tracker*, *one day one tips*, *chatbot*, serta komunitas meningkatkan daya tarik dan keterlibatan pengguna. Pengujian dengan *black box* membuktikan seluruh fungsi berjalan baik, sementara evaluasi UEQ menunjukkan kategori *excellent* pada daya tarik, ketepatan, dan kebaruan, serta *good* pada kejelasan, efisiensi, dan stimulasi. Penelitian menyarankan peningkatan stimulasi, efisiensi, serta pengembangan konten, *chatbot* berbasis AI, dan kolaborasi komunitas.

Kata kunci : Antarmuka pengguna, Pengalaman pengguna, dan *Design thinking*

ABSTRACT

This research aims to optimize education on maintaining the global temperature increase at 1.5 degrees Celsius, enhance user engagement through interactive features, and evaluate user satisfaction with the Ailesh website. The research variables are limited to the effectiveness of information delivery, communication responsiveness, and user experience in utilizing interactive features such as quizzes, a carbon calculator, journals, and community forums. The analysis method applied is a case study with a mixed-method approach: qualitative data were collected through interviews, observations, and literature reviews with Ailesh stakeholders and users, while quantitative data were gathered using the User Experience Questionnaire (UEQ) survey to assess usability and satisfaction after the website implementation. The findings reveal that developing the Ailesh website interface design using the design thinking method resulted in a new design that is more interactive, responsive, and focused on education regarding the 1.5-degree global challenge. The implementation of features such as the 1.5 Degree Challenge, quizzes, a carbon footprint tracker, One Day One Tip, a chatbot, and community forums successfully increased user engagement and attractiveness. Black box testing confirmed that all functions operated properly, while the UEQ evaluation indicated an excellent category in attractiveness, dependability, and novelty, and a good category in perspicuity, efficiency, and stimulation. The study suggests further improvements in stimulation, efficiency, and content development, as well as the integration of AI-based chatbots and enhanced community collaboration.

Keyword : User interface, User experience, Design thinking