ABSTRACT

IMPLEMENTATION OF USER CENTERED DESIGN METHODS TO INCREASE USABILITY IN SOCIAL MEDIA APPLICATION CLIENT (MICROBLOG) WEB-BASED

by

Sisfika Yanti Silalahi
10106422

Microblogging is a form of a blog that allows users to write brief text updates that are usually less than 140 characters and make them public. Improved user is also encouraged by the establishment of Micro-blogging social media micro-blogging site, one that is widely used today is twitter. However, current users find web twitter microblogging is still minimal because the feature can only update them in text format only. One solution to this problem is to build a web-based client applications by applying UCD methods. UCD methods used to analyze the user needs to perform activities of UCD are: questionnaires, interviews, modeling and prototyping tasks. From the analysis results can be known limitations experienced by current users for example: users can not shorten a link, upload images, and do the translation. So twitter client that is built not only limited to the renewal in text format only.

Twitter client application development is supported by using the twitter API (Application Programming Interface) as a feature of communication to build the client with the properties of micro-blogging so you can add other services not yet provided a web twitter. Twitter client application can be accessed with the availability of a good internet connection and users who already have an account on twitter and understand how to work twitter. Thus users can use the twitter client application with additional features that are the result of the UCD process that can improve the usability (usability) twitter client built. This is evident because the user has to upload images, shortening the url, and do the translation.

Keywords: microblogging, twitter client, API twitter, user centered design,usability