

Evaluation and Redesign of the One Stop Service Telkom University Website Interface Based on User-Centered Design Principles

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ABSTRACT

Website One Stop Service (TOSS) of Telkom University is a web-based academic administrative service platform used by students to submit various administrative requests. However, preliminary observations revealed several usability issues related to the user interface. These issues include the use of an icon-based sidebar navigation that is not sufficiently informative, a dashboard with limited functionality, and a submission history feature that is separated by document type, making the navigation process less efficient. This study aims to evaluate and redesign the TOSS website interface to improve user efficiency and experience. The design process employed the User-Centered Design (UCD) method based on the ISO 9241-210 standard, with a focus on the needs of students as the primary users of the system. The evaluation process involved 15 active student respondents through observation, questionnaires, and usability testing. The redesigned interface features a simplified navigation structure, the presentation of primary services on

the dashboard, and the consolidation of submission histories into a single page. Based on usability testing of the redesigned prototype, the system achieved a maximum effectiveness level, with a 100% Success Rate across all task scenarios. User satisfaction was further evaluated using the System Usability Scale (SUS). In conclusion, the UCD approach successfully produced a more user-friendly and intuitive interface that better supports the delivery of academic administrative services.

1. INTRODUCTION

Higher education institutions utilize information technology to improve the quality of administrative services effectively and efficiently. Academic information systems support data processing and the implementation of the smart campus concept for the entire academic community (Permana & Astuti, 2022; Prabowo & Suprpto, 2021). Students require digital administrative services to avoid the time and cost inefficiencies associated with conventional systems (Sharon & Ali, Edwar, 2016). Universities develop academic information systems to minimize the limitations of manual service processes (Kurniawan & Yuamita, 2023). The quality of academic websites is considered an important factor in supporting students' overall academic activities (Hadad et al., 2023).

Telkom University provides centralized academic administrative services through the Telkom University One Stop Service (TOSS) platform. The TOSS system facilitates students in submitting various academic document requests online. However, users have encountered several navigation issues involving the interface elements and dashboard of the current TOSS system. An ineffective interface design can reduce user comfort when accessing academic services (Agus Muhyidin et al., 2020; Saultanaya et al., 2026). System developers need to evaluate usability to ensure that applications are easy for end users to learn and use

(Prabowo & Suprpto, 2021). Usability issues need to be evaluated promptly because the findings can serve as a basis for redesigning the interface to better accommodate users' needs and characteristics (Azahra et al., 2026).

This study employs the User-Centered Design (UCD) method as the primary approach to system redesign. UCD aligns the design development process with users' mental models and observed behaviors. The application of UCD can produce more effective and systematic interface designs (Luthfi & Arfiani, 2024). This approach has also demonstrated improvements in operational efficiency across various digital public service systems (Amirah Firdaus et al., 2024). Therefore, this study redesigns the TOSS website interface to provide a more user-friendly academic administrative service experience.

2. LITERATURE REVIEW

User-Centered Design (UCD)

User-Centered Design (UCD) is a system development approach that focuses on users' needs, characteristics, and experiences. According to ISO 9241-210, UCD aims to produce systems that are effective, efficient, and easy to use by involving users throughout the development process (Barkah Kurniyawan, 2025). The UCD method consists of four main stages: understanding the context of use, specifying user requirements, producing design solutions, and evaluating the design against requirements. In this study, UCD was applied to the redesign process of the Telkom University One Stop Service (TOSS) website to improve the usability and user experience of academic administrative services (I Dewa Nyoman Mastri Suputera et al., 2022).

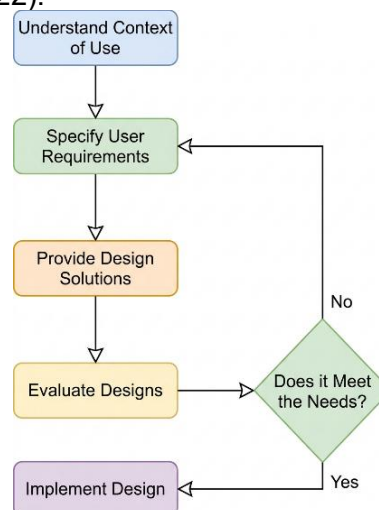


Figure 1. UCD Process Stages Diagram

ISO 9241-210

ISO 9241-210 is a human-centered design standard that emphasizes the development of systems based on users' needs, characteristics, and experiences to ensure that systems are easy to use and provide a positive user experience (Hariyanti et al., 2025). According to ISO 9241-210, usability is evaluated through three main aspects: effectiveness, efficiency, and satisfaction. These aspects are used to assess the extent to which users can successfully, easily, and comfortably interact with a system (Ardhana & Mulyodiputro, 2023).

1. Effectiveness

Effectiveness refers to the extent to which users can complete tasks accurately and completely when using a system (I Dewa Nyoman Mastri Suputera et al., 2022).

2. Efficiency

Efficiency refers to the ease and speed with which users can complete tasks using a system (Barkah Kurniyawan, 2025).

3. User Satisfaction

User satisfaction refers to the level of comfort and overall experience users have when interacting with a system (Pratama et al., 2024).

Usability and User Experience

Usability is a quality attribute used to measure the ease of use of a system, while User Experience (UX) refers to users' overall experience and comfort when interacting with a system. A system with good usability and a consistent interface can help users understand its features and navigation more easily (Situmorang et al., 2022). Usability is an essential aspect of interface development because it determines how easily users can interact with and use a system (Walhidayah et al., 2022). Systems with poor usability can hinder users from completing their tasks and potentially reduce system adoption and usage.

Usability problems are commonly caused by unintuitive interface designs and confusing navigation structures, which can make it difficult for users to interact with a system. Therefore, usability evaluation is necessary to identify interface problems and improve the overall quality of the user experience (Sulaiman, 2023). Research on academic websites has shown that complex menu structures and inconsistent interface designs can reduce user comfort and operational efficiency. Therefore, usability and UX are important aspects of developing web-based academic administrative systems (Pratama et al., 2024).

System Usability Scale (SUS)

The System Usability Scale (SUS) is a usability evaluation method developed by John Brooke in 1986 to measure the ease of use of a system through ten questions using a 5-point Likert scale (Hariyanti et al., 2025). This method is widely used because it is simple, time-efficient, and reliable for evaluating various digital systems (Ardhana & Mulyodiputro, 2023). SUS is also selected due to its good validity and reliability and its applicability with a relatively small number of respondents (Walhidayah et al., 2026). The SUS produces a score ranging from 0 to 100, which is used to assess the usability and user acceptance of a system (Pratama et al., 2024).

Table 1. System Usability Scale (SUS) Questionnaire

No	Question
1	I think that I would like to use TOSS frequently.
2	I found the prototype unnecessarily complex to use.
3	I thought the prototype was easy to use.
4	I think that I would need assistance from a technical person to be able to use this prototype.
5	I found the various functions in this prototype were well integrated.
6	I thought there was too much inconsistency in this prototype.
7	I would imagine that most people would learn to use this prototype very quickly.
8	I found the prototype very cumbersome to use.
9	I felt very confident using the prototype.
10	I needed to learn a lot of things before I could get going with this prototype.

Academic Administrative Information System

An academic administrative information system is a digital-based system designed to support student administrative services, such as requests for certificates of active enrollment, academic dispensations, scholarship recommendations, and other academic services. The implementation of such systems aims to improve service efficiency and facilitate online access to administrative services (Permana & Astuti, 2022). The success of their implementation is also influenced by interface quality and user experience, as unclear navigation can reduce user comfort and negatively affect system usability (Situmorang et al., 2022).

Previous Studies and Research Gap

Previous studies on academic website redesign have shown that the implementation of User-Centered Design (UCD) can improve usability and user experience by involving users throughout the system design process (Barkah Kurniyawan, 2025). Other studies have demonstrated that System Usability Scale (SUS), Heuristic Evaluation, and usability testing are effective methods for identifying interface problems and improving the quality of web-based academic services (Situmorang et al., 2022). In addition, usability evaluation can be used to measure user acceptance and serve as a basis for improving system interfaces (Sulaiman, 2023).

Based on previous studies, most research has focused primarily on usability evaluation without specifically redesigning academic administrative services according to users' needs. Therefore, this study evaluates and redesigns the Telkom University One Stop Service (TOSS) website using a User-Centered Design (UCD) approach based on ISO 9241-210 to improve user effectiveness, efficiency, and satisfaction.

3. METHOD

Research Method

This descriptive study employed both qualitative and quantitative approaches to evaluate and redesign the interface of the Telkom University One Stop Service (TOSS) website. The redesign process adopted the User-Centered Design (UCD) method based on the ISO 9241-210 standard. This approach focuses on the experiences and needs of students as the primary users of the system by directly involving them throughout the design process. From a qualitative perspective, interface problems and the requirements for academic administrative services, such as active student enrollment certificates, academic dispensations, and scholarship recommendations, were identified through observations and questionnaires involving 15 active students.

From a quantitative perspective, the evaluation was conducted through usability testing involving 15 student respondents using the redesigned prototype. The system's ease of use and task completion performance were subsequently assessed using the System Usability Scale (SUS). SUS was selected because it is simple, time-efficient, and easy for respondents to understand, enabling the researchers to assess whether the redesigned interface provides improved usability and better meets user expectations.

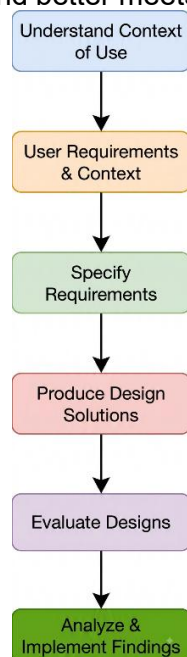


Figure 2. Research Flowchart

Research Stages

The redesign process of the TOSS website interface was conducted using the UCD approach through the following stages:

1. Understand Context of Use
 - Problem Identification: Identifying interface issues through preliminary observations, including confusing navigation, the use of icons without text labels, and a history page that separates submissions by document type.
 - Observation and Questionnaire: Collecting data from active students regarding their experiences, difficulties, and needs related to the current academic administrative services.
2. Specify User Requirements
 - User Requirements Analysis: Analyzing the data collected in the previous stage to determine which features need to be improved, modified, or added to meet user requirements.
3. Produce Design Solutions
 - Prototype Development: Redesigning the interface using Figma. The improvements focused on the navigation structure, dashboard, sidebar, history page, and the addition of a profile feature.
4. Evaluate Design Against Requirements
 - Usability Testing: Testing the prototype with 15 respondents using several task scenarios to measure user effectiveness and efficiency when interacting with the system.
 - Evaluation of Results: Measuring the overall user satisfaction and usability of the prototype using the System Usability Scale (SUS) based on respondents' experiences during the testing process.

Data Collection

Data were collected through observation, questionnaires, and usability testing. Observation was conducted to identify interface and navigation problems in the TOSS website. Subsequently, questionnaires were distributed to 15 active students to explore their experiences, difficulties, and requirements as users. Usability testing was then conducted with the same 15 respondents using the Figma prototype to evaluate the ease of use and usability of the redesigned system.

User-Centered Design (UCD)

The User-Centered Design (UCD) method based on the ISO 9241-210 standard was employed in the redesign process of the TOSS website interface by involving users throughout each stage of the design process. The method consists of four stages: understand the context of use, specify user requirements, produce design solutions, and evaluate the design against requirements. These stages were implemented through the research procedures described.

Task Scenarios for Usability Testing

During usability testing conducted using the Maze platform, 15 respondents were asked to complete six task scenarios on the Figma prototype. The scenarios covered the processes of logging in, submitting an academic document request, checking the submission history, accessing help, canceling a submission, and logging out.

During the testing process, the researchers recorded the task success rate, completion time, and difficulties encountered by the respondents. In addition to the SUS method, the testing also evaluated usability aspects based on the ISO 9241 standard, one of which was effectiveness.

Effectiveness measures the percentage of respondents who successfully complete the assigned tasks. The greater the number of successfully completed tasks, the higher the effectiveness of the system. Effectiveness was calculated using Equation (1):

$$Effectiveness = \frac{\sum Successful\ Tasks}{\sum Total\ Task} \times 100\% \quad (1)$$

Keterangan:

- $\sum Successful\ Tasks$ = the total number of tasks successfully completed by all respondents.
- $\sum Total\ Task$ = the total number of tasks assigned to all respondents

Efficiency in this study was represented by the Average Completion Time, obtained from the Maze platform. The shorter the time required by respondents to complete a task, the higher the efficiency of the system. The average completion time was calculated using Equation (2):

$$Efficiency = \frac{\sum Completion\ Time}{Respondents} \quad (2)$$

Keterangan:

- $\sum Completion\ Time$ = the total time required by all respondents to complete the assigned tasks.
- Respondents = the total number of participants who took part in the usability testing.

System Usability Scale (SUS) Testing

The satisfaction and usability aspects were measured using the System Usability Scale (SUS) questionnaire, which consists of 10 statements. The evaluation involved 15 respondents who assessed the redesigned prototype using a 5-point Likert scale.

Table 2. SUS Response Scale

Response	Scale
Strongly Disagree	1
Disagree	2
Neither Agree nor Disagree	3
Agree	4
Strongly Agree	5

The SUS score is calculated differently for odd and even-numbered questions. The resulting scores are then summed and multiplied by 2.5 to obtain the final SUS score, which ranges from 0 to 100. For the odd-numbered questions, the score is calculated using Equation (3):

$$X = P - 1 \quad (3)$$

Where:

- X = the score obtained from the calculation.
- P = the score assigned to the respondent's answer.

For the even-numbered questions, the score is calculated using Equation (4):

$$X = 5 - P \quad (4)$$

The final SUS score is calculated using Equation (5):

$$SUS = (\sum X) \times 2.5 \quad (5)$$

Where:

- SUS = the final usability score of the system.
- $\sum X$ = the total score obtained from all questionnaire items.

The resulting SUS score was then used to determine the usability level of the redesigned Telkom University One Stop Service (TOSS) website based on acceptability, grade scale, and adjective rating categories.

Table 3. Table SUS Grade Scale

SUS Score	Grade Scale	Category
≥ 80.3	A	Excellent
74–80.2	B	Good
68–73.9	C	Acceptable
51–67.9	D	Marginal
< 51	E	Poor

Table 4. Tabel Acceptability Range

Skor SUS	Acceptability
0 – 50,9	Not Acceptable
51 – 70,9	Marginal
71 – 100	Acceptable

4. RESULT AND DISCUSSION

Analysis of TOSS Website Interface Problems

The researchers identified several navigation and information structure issues in the TOSS website interface. The dashboard only displays a summary of document statuses without providing direct shortcuts to document submission services. Users also experienced functional confusion due to the use of sidebar icons and an inefficient collapse feature. The history page separates submission records by document type, making the information retrieval process more complicated.

The design team mapped users' mental models to align interaction behaviors with the redesigned system. This evaluation applied the User-Centered Design (UCD) approach to address the identified usability issues and develop an interface that better accommodates users' needs and interaction patterns.

Results of the TOSS Website Interface Redesign

1. Dashboard Design Justification

The system interface was redesigned based on the mapping of user behaviors observed in the previous version of the TOSS website. The new dashboard provides direct access to academic administrative services to streamline the submission process. Users can access the required document types without navigating through additional menu levels. The redesign also replaces the icon-based sidebar with a more informative text-based menu structure. In addition, the interface displays an active-page indicator to help users maintain their orientation and navigate the system more effectively.

Before:

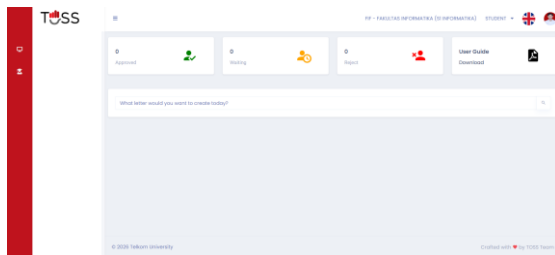


Figure 3. Dashboard Before Redesign

After:

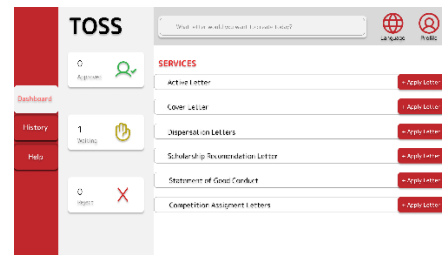


Figure 4. Dashboard After Redesign

2. History Design Justification

On the history page, the redesign consolidates all document submission records into a single page. This change enables users to monitor all submitted requests without having to navigate between separate pages based on document type. Information on the number of approved, rejected, and pending requests is also retained on both the dashboard and history page, allowing users to monitor the status of their submissions more easily and efficiently.

Before:

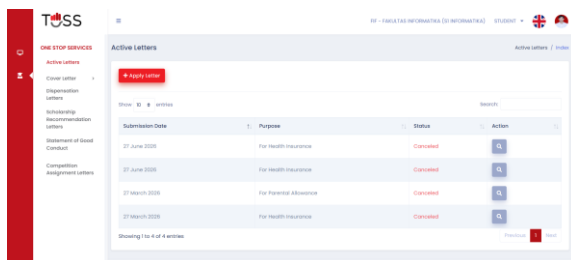


Figure 5. History Page Before Redesign

After:

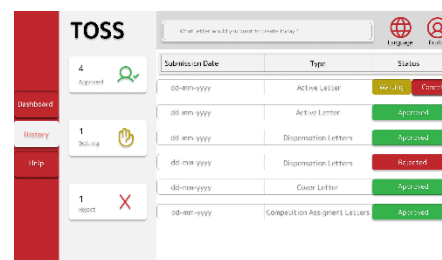


Figure 6. History Page After Redesign

3. Profile Design Development

The redesign also introduced a profile feature that was not previously available in the original TOSS system. This feature was added to improve the completeness of the system interface and provide a more comprehensive and user-friendly experience for users.

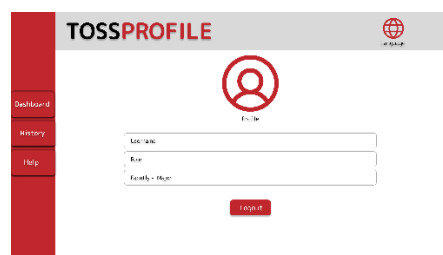


Figure 7. TOSS Profile Page

Analysis of Usability Testing and System Usability Scale (SUS) Results

The redesigned TOSS website was evaluated using Usability Testing and the System Usability Scale (SUS) to measure user effectiveness, efficiency, and satisfaction.

1. Usability Testing Results

Usability testing was conducted with 15 respondents using an interactive prototype comprising six task scenarios. The results showed a 100% success rate across all tasks, indicating that all respondents were able to successfully complete the assigned tasks. Detailed usability testing results are presented in Table 5.

Table 5. Usability Testing Parameter Results

No	Task	Success Rate	Drop Off	Misclick Rate	Avg. Duration
1.	Login	100%	0%	70.5%	29.8s
2.	Submit Active Student Certificate	100%	0%	48.9%	18.1s
3.	Check History	100%	0%	4.2%	3.1s
4.	Cancel Document Submission	100%	0%	11.9%	8.1s
5.	Find Help	100%	0%	6.3%	2.7s
6.	Logout	100%	0%	9.1%	4.4s

The highest Misclick Rate was observed in the Login and Submit Active Student Certificate tasks. Further analysis indicated that this condition was primarily influenced by limitations in the Figma prototype, which used static form components. As a result, respondents tended to click repeatedly on certain form areas because some input elements were not fully interactive or did not function like conventional form fields. Therefore, the relatively high misclick rates in these two tasks do not necessarily indicate major usability problems in the redesigned interface, but rather reflect the interaction limitations of the prototype. In contrast, the History, Find Help, and Logout tasks showed relatively low Misclick Rates, indicating that the corresponding navigation elements were sufficiently clear and easy for users to identify.

2. Effectiveness and Efficiency Calculation Results

Based on the usability testing involving 15 respondents and six task scenarios, all tasks were successfully completed by all respondents without any task failures. Therefore, the effectiveness score was calculated using Equation 1.

$$Effectiveness = \frac{120}{120} \times 100\% = 100\%$$

The result indicates that the redesigned TOSS website prototype achieved a very high level of effectiveness, as demonstrated by the successful completion of all assigned tasks by all respondents. Furthermore, efficiency was measured based on the average completion time across all task scenarios performed by the respondents, using Equation 2.

$$Efficiency = \frac{29.8 + 18.1 + 3.1 + 8.1 + 2.7 + 4.4}{6}$$

$$Efficiency = \frac{66.2}{6}$$

$$Efficiency = 11.03 \text{ second}$$

The users completed each testing task in an average of 11.03 seconds, indicating a relatively good level of system efficiency. The simplified navigation structure, consolidated pages, and addition of a help feature facilitated users' access to the main functions. Although the Login and Submit Active Student Certificate tasks recorded relatively high Misclick Rates, further analysis indicated that these results were primarily caused by limitations of the Figma prototype. Specifically, the static form components required users to click repeatedly on certain input areas because they did not provide the same interactive behavior as actual form fields. Therefore, the high misclick rates in these tasks were more reflective of prototype limitations than of deficiencies in the redesigned interface. Overall, the improvement in efficiency was supported by the successful completion of all tasks by all respondents and the relatively short average completion time.

3. System Usability Scale (SUS) Test Results

User perceptions were evaluated using the System Usability Scale (SUS) questionnaire, which was completed by the 15 usability testing respondents. The SUS scoring procedure followed the standard calculation method, in which the scores for the odd-numbered items were calculated using Equation (3), while the scores for the even-numbered items were calculated using Equation (4). The resulting total score was then multiplied by the constant 2.5, as shown in Equation (5).

Table 6. Tabel Rekapitulasi Hasil Kuesioner Sus

Respondent	Total Score ($\sum X$)	Final SUS Score
R1	33	82,5
R2	32	80,0
R3	27	67,5
R4	40	100,0
R5	38	95,0
R6	35	87,5
R7	37	92,5
R8	34	85,0
R9	36	90,0
R10	37	92,5
R11	32	80,0
R12	38	95,0
R13	38	95,0
R14	33	82,5
R15	35	87,5

Based on the data tabulated from 15 respondents, the redesigned TOSS website prototype achieved an average final SUS score of 87.5.

4. Discussion of the Implementation of User-Centered Design (UCD) in the Redesign

The evaluation of the UCD implementation on the TOSS interface demonstrated very good usability performance, as indicated by the Success Rate and SUS score. The final System Usability Scale (SUS) score of 87.5 places the redesigned system in the Excellent category. Although relatively high Misclick Rates were observed in several tasks, particularly Login and Submit Active Student Certificate, further analysis indicated that these results were primarily caused by limitations of the Figma prototype rather than by the complexity of the redesigned navigation. The prototype employed static form components that were not fully interactive like actual form fields, causing respondents to click repeatedly on certain input areas. Therefore, these misclicks did not prevent respondents from completing the assigned tasks and did not affect the overall task Success Rate.

The 100% task completion rate indicates that all respondents were able to successfully complete every assigned task. The modifications to the sidebar and the consolidation of the history page were designed based on user needs identified during the observation and questionnaire stages. These interface improvements simplified navigation and facilitated information retrieval, as supported by the results of the usability testing. Overall, the findings indicate that the implementation of the UCD approach successfully aligned the redesigned interface with users' needs and improved the usability of the TOSS website.

5. CONCLUSION

The implementation of the User-Centered Design (UCD) method resulted in a more user-friendly interface through the simplification of the navigation structure, achieving a 100%

Success Rate and a SUS score of 87.5. Although relatively high Misclick Rates were observed in several tasks, these were primarily attributed to limitations of the Figma prototype. In particular, the static form components in the prototype caused repeated clicks in the Login and Submit Active Student Certificate tasks because the input fields did not provide the same interactive behavior as those in a fully functional system. Nevertheless, these limitations did not affect the respondents' ability to successfully complete the assigned tasks.

The System Usability Scale (SUS) score of 87.5 indicates that the redesigned prototype achieved an Excellent usability rating. The structural modifications to the interface resulted in a navigation system that was easier to understand, as demonstrated by the usability testing and SUS evaluation results. The researchers recommend that the redesigned interface be considered for implementation by the TOSS development team at Telkom University. The development team should implement the design as a fully functional system, particularly for interactive form components, to minimize misclicks and provide a more realistic user interaction experience.

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