

ABSTRACT

The Kampung Bedas Literat (Kabelat) application is a web-based platform developed to support literacy activities in Bandung Regency. In its implementation, evaluating the user experience is essential to ensure the application can be optimally used by users in various roles. This study aims to evaluate the usability of the Kabelat application through usability testing using the Maze tool and by measuring the Mission Usability Score (MIUS), Mean Usability Score (MAUS), and System Usability Scale (SUS). The evaluation results revealed variations in usability scores across different user roles. The community member role scored a MAUS of 64.74 and a SUS of 45.6, indicating challenges in navigation and accessibility, particularly among new users. The community manager role yielded two different scores: a MAUS of 82.41 with a SUS of 55.83, and a MAUS of 43.36 with a SUS of 50.7, suggesting that while the application was seen as beneficial, new users still encountered difficulties. Meanwhile, the super admin role recorded a MAUS of 63.4 and a SUS of 90, reflecting a highly positive user experience. These findings highlight the need for improvements in the user interface and onboarding process to enhance overall user comfort and application effectiveness.

Keywords: Kabelat, Literasi, Maze Design, Usability testing, System Usability Scale