

Evaluasi User Experience pada Aplikasi Pelayanan E-Government dengan Menggunakan Metode Usability Testing = Evaluation of User Experience on E-Government Service Application Using the Usability Testing Method

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Abstrak

Penerapan aplikasi mobile e-government di Indonesia semakin bertambah seiring dengan visi menciptakan smart city di berbagai wilayah di Indonesia. Berdasarkan ulasan pengguna dan penelitian awal yang dilakukan pada studi kasus aplikasi X, aplikasi X masih mendapatkan penilaian yang kurang memuaskan khususnya pada aspek user experience (UX) dan user interface (UI). Pada penelitian ini, evaluasi user experience dilakukan pada aplikasi X menggunakan metode usability testing dengan mengukur performance metrics, self-reported metrics dan issue-based metrics. Berdasarkan hasil pengolahan data, didapatkan bahwa aplikasi X masih memiliki masalah terkait user experience dan user interface nya. Oleh karena itu, dilakukan perbaikan melalui perancangan desain interface berdasarkan permasalahan yang ada dan berdasarkan literatur. Hasil dari penelitian ini adalah evaluasi user experience dari aplikasi X dan rekomendasi tampilan aplikasi yang dapat meningkatkan kepuasan pengguna.

.....The application of e-government mobile applications in Indonesia is increasing in line with the vision of creating smart cities in various regions in Indonesia. Based on user reviews and preliminary research conducted on the X application case study, application X still gets unsatisfactory assessments, especially in the aspects of user experience (UX) and user interface (UI). In this study, user experience evaluation was carried out on application X using the usability testing method by measuring performance metrics, self-reported metrics and issue-based metrics. Based on the results of data processing, it was found that application X still has problems related to its user experience and user interface. Therefore, improvements are made through designing interface designs based on existing problems and based on literature. The result of this study is the evaluation of the user experience of application X and recommendations for the appearance of the application that can increase user satisfaction.