

Evaluasi usability dan usulan desain alternatif aplikasi SwipeRx Belanja: studi kasus PT Mclinica Health Solutions = Usability evaluation and interface design improvement recommendation of SwipeRx Belanja: a case study of PT Mclinica Health Solutions

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Abstrak

PT Mclinica Health Solutions atau lebih dikenal dengan SwipeRx merupakan perusahaan rintisan yang menyediakan solusi teknologi industri farmasi. SwipeRx memelopori model perdagangan berbasis komunitas yang menyatukan saluran farmasi yang terfragmentasi pada satu platform yang memungkinkan pengguna mengakses semua informasi, pendidikan, dan obat-obatan. SwipeRx melayani kebutuhan apotek dalam penyediaan obat-obatan yang dibutuhkan dengan menyediakan fitur SwipeRx Belanja. Hasil riset internal menunjukkan bahwa pengguna SwipeRx Belanja membutuhkan lebih banyak upaya kognitif saat menggunakan SwipeRx Belanja. Dari data laporan produk mClinica tahun 2022, diidentifikasi bahwa tingkat kesenjangan dalam product discovery pada SwipeRx Belanja mengalami penurunan funnel dari 56% kuartal terakhir menjadi 52% pada kuartal saat ini. Penelitian ini memiliki tujuan untuk mengevaluasi usability dan mengembangkan desain alternatif sebagai solusi rekomendasi khususnya pada halaman produk, pencarian, keranjang, detail pesanan, home dan checkout. Penelitian ini menerapkan kuesioner System Usability Scale (SUS), Open-Ended Question (OEQ) dan Usability Testing (UT). Sebanyak 75 responden berpartisipasi dalam pengisian kuesioner SUS dan OEQ. Selanjutnya dipilih 6 dari 75 responden untuk berpartisipasi dalam kegiatan evaluasi secara kualitatif UT. UT dilakukan dua kali dengan melibatkan 6 pelanggan pada masing-masing tahap. UT Fase 1 dilakukan untuk mendapatkan permasalahan dari konsidi sekarang. Hasil dari kelompok permasalahan dipetakan ke dalam prinsip Nielsen's ten principles for interaction design dan Shneiderman's eight golden rules sehingga menghasilkan rekomendasi solusi perbaikan. UT Fase 2 dilakukan untuk menguji solusi desain alternatif yang dikembangkan. Setelah dilakukan evaluasi usability baik dari segi kuantitatif (SUS) dan kualitatif (UT Fase 1), diusulkan enam belas solusi desain alternatif tampilan antarmuka pada halaman produk, pencarian, keranjang, pembayaran, home dan checkout. Enam belas solusi desain alternatif diuji kembali dengan UT Fase 2 yang melibatkan responden yang sama pada UT Fase 1. Hasil evaluasi UT Fase 2 kemudian dibandingkan dengan hasil UT Fase 1. Hasil dari evaluasi prototipe solusi desain alternatif ditemukan pengurangan kemunculan permasalahan dari SwipeRx Belanja. Hasil pengukuran SUS juga mengalami kenaikan dari nilai B kategori Good menjadi nilai A kategori Excellent. Perbaikan desain antarmuka aplikasi mampu memberikan peningkatan positif pada usability dan user experience SwipeRx Belanja.

.....PT Mclinica Health Solutions or better known as SwipeRx is a startup that provides technology solutions for pharmacists. SwipeRx pioneered a commerce-based community model that identifies fragmented pharmaceutical channels on a single platform allowing users to access all the information, education and medicines they need. SwipeRx serves the needs of pharmacies in providing needed medicines by providing the SwipeRx Shopping feature. Internal research results show that Shopping SwipeRx users require more cognitive effort when using Shopping SwipeRx. From the mClinica product report data for 2022, it was identified that the level of tension in product discovery at SwipeRx Expenditure

had decreased in the funnel from 56% in the last quarter to 52% in the current quarter. This study aims to evaluate usability and develop alternative designs as solution recommendations, especially on product, search, basket, order detail, home and checkout pages. This study applies the System Usability Scale (SUS) questionnaire, Open-Ended Question (OEQ) and Usability Testing (UT). as many as 75 respondents participated in filling out the SUS and OEQ questionnaires. Then 6 out of 75 respondents were selected to participate in the UT qualitative evaluation activities. UT is carried out twice by involving 6 customers at each stage. UT Phase 1 is carried out to get problems from the current conditions. The results of the group of problems are mapped into the heuristic evaluation principles and produce recommendations for improvement solutions which are mapped to the eight principles of Shneiderman's golden rule. UT Phase 2 was carried out to test the alternative design solutions developed. After evaluating the usability both in quantitative (SUS) and qualitative terms (UT Phase 1), we propose sixteen alternative design solutions for the interface display on product pages, search, basket, payment, home and checkout. Sixteen alternative design solutions were re-tested with UT Phase 2 which involved the same respondents in UT Phase 1. The results of the UT Phase 2 evaluation were then compared with the results of UT Phase 1. The results of the evaluation of alternative design solution prototypes found improvements in the emergence of problems from SwipeRx Shopping. The results of the SUS measurement also increased from a B value in the Good category to an A value in the Excellent category. Improved application interface design is able to provide positive improvements to the usability and user experience of SwipeRx Shopping.