

# Evaluasi User Experience Aplikasi Mobile Transjakarta Tije dengan Pendekatan User Centred Design = User Experience Evaluation on Transjakarta Mobile Application Tije using User Centred Design Approach

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## Abstrak

Perkembangan teknologi memberikan manfaat di berbagai industri salah satunya pada industri fasilitatif di sektor transportasi. Transportasi memiliki peran penting dalam perkembangan ekonomi. Khususnya DKI Jakarta sebagai ibukota negara dan pusat perekonomian Indonesia, transportasi umum dibutuhkan untuk mendukung mobilitas warganya. PT Transportasi Jakarta memiliki aplikasi traveller service mereka untuk membantu mobilisasi warganya dalam menggunakan bus Transjakarta bernama Tije. Namun, berdasarkan feedback serta hasil evaluasi user experience dari pengumpulan dan pengolahan data menggunakan usability testing, aplikasi masih memiliki tingkat usability yang rendah sehingga tingkat kepuasan pengguna masih rendah pula. Pengukuran yang digunakan dari jenis performance metrics (task success rate, error, dan time on task), issue-based metrics (retrospective think aloud) serta self-reported metrics (single ease question dan juga pengisian kuesioner PSSUQ). Untuk itu, pendekatan user centred design digunakan dengan memberikan rekomendasi perbaikan desain untuk aplikasi Tije dengan mengacu kepada teori 10 Heuristics for User Interface Design. Dari hasil uji verifikasi, rekomendasi perbaikan yang diberikan dapat meningkatkan kepuasan pengguna dalam menggunakan aplikasi Tije.

..... An improvement among technological development have provided benefits across various industries, including the facilitative industry in the transportation sector. Transportation plays a crucial role in economic development, particularly in DKI Jakarta, the capital city of Indonesia and the center of its economy, where public transportation is essential to support the mobility of its residents. PT Transportasi Jakarta has developed their traveller service application to assist the mobility of residents using the Transjakarta bus, called Tije. However, based on feedback and user experience evaluation through usability testing, the application still exhibits a low level of usability, resulting in low user satisfaction. Performance metrics (task success rate, errors, and time on task), issue-based metrics (retrospective think aloud), and self-reported metrics (single ease question and PSSUQ questionnaire) were utilized to measure usability. To address this, a user-centered design approach was adopted to provide design improvement recommendation for Tije application based on the 10 Heuristics for User Interface Design theory. Through statistical verification, the suggested design improvements were found to enhance user satisfaction in using the Tije application.