

Evaluasi usability dan rekomendasi desain alternatif aplikasi HNI Integrated System (HSIS) mobile = Usability evaluation and recommendations of alternative design of HNI Integrated System (HSIS) mobile application

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Abstrak

PT Halal Network International (HNI) merupakan salah satu perusahaan yang menyediakan produk-produk herbal halal dan berkiprah sudah lebih dari 10 tahun. Proses bisnis perusahaan ini adalah distribusi produknya melalui metode Multi-Level Marketing (MLM). Untuk memenuhi kebutuhan pengelolaan penjualan agen stok, HNI mengembangkan aplikasi HNI Integrated System (HSIS) yang dapat diakses di platform website maupun mobile. Analisis permasalahan diperoleh dari tiga sumber: wawancara dengan Direktur TI HNI, wawancara dengan agen stok HNI, dan analisis ulasan Google Play Store. Jumlah unduhan aplikasi di Google Play Store dan angka transaksi di HSIS mobile menunjukkan penurunan beberapa tahun terakhir. Hasil analisis ulasan sentimen negatif di Play Store juga menunjukkan sebanyak 44,6% termasuk dalam kategori UI/UX. Selain itu, agen stok HNI yang diwawancarai mengaku jarang menggunakan HSIS mobile dibandingkan website karena fiturnya yang lebih rumit dan panjang. Keterkaitan erat antara UI/UX dengan usability menunjukkan pentingnya dilakukan evaluasi usability aplikasi HSIS. Tujuan penelitian ini adalah melakukan evaluasi usability dan merancang rekomendasi alternatif desain antarmuka aplikasi HSIS Mobile HNI menggunakan proses User-centered Design (UCD). Penelitian ini menerapkan Kuesioner System Usability Scale (SUS), Open-ended Question (OEQ), dan Usability Testing (UT) sebagai instrumen penelitian. Terdapat 81 responden yang terlibat dalam mengisi kuesioner SUS dan OEQ. Selanjutnya dilakukan UT Fase 1 yang melibatkan 14 responden. Sebagian responden diambil dari responden kuesioner survei, sedangkan 7 lainnya merupakan pengguna baru HSIS. Setelah UT, dilakukan wawancara dengan mengajukan OEQ. Hasil dari ketiga proses ini diolah dan dikelompokkan, lalu solusi desainnya dipetakan berdasarkan prinsip desain Nielsen's Ten Usability Heuristic of Interface Design dan Shneiderman's Eight Golden Rules of Interface Design. Terdapat empat belas solusi desain yang direkomendasikan untuk perbaikan beberapa halaman seperti Homepage, Daftar Agen Stok, Edit Transaksi, Logout, dan halaman lainnya. Empat belas solusi desain alternatif ini kembali diujikan di UT Fase 2 pada 14 responden yang sama dengan UT Fase 1. Hasil UT Fase 2 menunjukkan penurunan jumlah isu usability yang signifikan dibandingkan UT Fase 1. Hal ini membuktikan perbaikan desain antarmuka aplikasi HSIS mampu memberikan peningkatan yang positif pada usability dan pengalaman pengguna aplikasi HSIS mobile.

..... PT Halal Network International (HNI) is a company that provides halal herbal products and has been in operation for over 10 years. The company's business model involves distributing its products through a Multi-Level Marketing method. To meet the needs of managing stockist sales, HNI developed the HNI Integrated System (HSIS) application, which can be accessed on both website and mobile platforms. Problem analysis was derived from three sources: interviews with the IT Director of HNI, interviews with HNI stockists, and analysis of Play Store reviews. The number of application downloads on the Play Store and the transaction rate on HSIS mobile have shown a decline in recent years. Sentiment analysis of negative reviews on the Play Store also indicated that 44.6% fell into the UI/UX category. Additionally,

interviewed HNI stockists admitted to rarely using HSIS mobile compared to the website due to its more complicated and lengthy features. The close relation between UI/UX and usability indicates the importance of conducting a usability evaluation of the HSIS application. The purpose of this research is to conduct a usability evaluation and design alternative interface design recommendations for the HSIS Mobile HNI application using the User-centered Design (UCD) process. This research applies the System Usability Scale (SUS) Questionnaire, Open-ended Question (OEQ), and Usability Testing (UT) as research instruments. There were 81 respondents involved in filling out the SUS and OEQ questionnaires. Furthermore, UT Phase 1 was conducted involving 14 respondents. Some respondents were drawn from the survey questionnaire respondents, while the other 7 were new HSIS users. After the UT, an interview was conducted by submitting an OEQ. The results of these three processes were processed and categorized, then the design solutions were mapped based on Nielsen's Ten Usability Heuristic of Interface Design and Shneiderman's Eight Golden Rules of Interface Design. There are fourteen design solutions recommended to improve several pages such as Homepage, Agent Stock List, Edit Transaction, Logout, and other pages. These fourteen alternative design solutions were tested again in UT Phase 2 to the same 14 respondents as UT Phase 1. The results of UT Phase 2 showed a significant decrease in the number of usability issues compared to UT Phase 1. This proves that improvements to the HSIS application interface design can provide a positive improvement in the usability and user experience of the HSIS mobile application.