

ABSTRACT

Aji Aulia Fikri. 50419382

USER EXPERIENCE EVALUATION ON INDODAX APPLICATION USING USER EXPERIENCE QUESTIONNAIRE (UEQ) TO IMPROVE THE QUALITY OF USER EXPERIENCE.

*Keywords : Evaluation, UEQ, Indodax, Application, User Experience, Thesis
(xii+ 57+ Appendices)*

This study aims to evaluate user experience in using the Indodax application, a crypto trading platform in Indonesia, using the User Experience Questionnaire (UEQ) method. The UEQ method is used to measure the level of user experience through several dimensions such as attractiveness, efficiency, perspicuity, dependability, stimulation, and novelty. The research data was obtained through the participation of 28 Indodax application users who filled out the UEQ questionnaire. The results of the questionnaire are then analyzed to get an assessment of the level of user experience of the Indodax application and identify areas that need improvement. The results showed that the Indodax application obtained a positive assessment in several dimensions of user experience, such as attractiveness and efficiency. However, there are also aspects that need to be improved, especially in terms of dependability and novelty. This shows the need to improve the reliability and novelty of features in the Indodax application. This research provides valuable insights into user experience in using Indodax application and provides recommendations for improvements to improve user experience. The results of this study received positive evaluation values on all aspects of attractiveness (mean 1.7), perspicuity (mean 1.6), efficiency (mean 1.6), dependability (mean 1.4), stimulation (mean 1.7) and novelty (mean 1.3).

Bibliography (2006-2023)