

ABSTRACT

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USER EXPERIENCE ANALYSIS ON DIGITAL KORLANTAS POLRI APPLICATIONS USING USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD

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Keywords: User Experience Questionnaire, Analysis, User Experience.

(xii + 60 + Attachment)

The Korlantas Polri Digital Application is an application developed by the Indonesian Police Traffic Corps (Korlantas Polri) to facilitate public access to various services related to transportation and motorized vehicles. The Korlantas Polri Digital Application was released in April 2021 through the Google Play Store and App Store media. Based on Google Play Store data as of April 2024, the Korlantas Polri Digital application has been downloaded more than 5 million times, but there are many unfavorable reviews by some users regarding services and systems when making online SIM expansions. This study aims to measure the level of user experience and analyze the measurement results on the Korlantas Polri Digital application using the UEQ Data Analysis Tool. This research uses the UEQ method which has 6 measurement scales, namely Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty. The benchmark results obtained in this study are in the aspects of Attractiveness, Efficiency, Stimulation and Novelty received a bad assessment. While in the aspects of Perspicuity and Dependability get a score below average (above average).

Bibliography (2019 - 2024)