

ABSTRACT

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ANALYSIS AND REDESIGN OF UI/UX APPLICATION KITABISA WITH SINGLE EASE QUESTION AND SYSTEM USABILITY SCALE TESTING METHODS

Thesis. Department of Information Systems, Faculty of Computer Science and Information Technology, Gunadarma University, 2023.

Keywords: Kitabisa, *User Interface*, *User Experience*, *System Usability Scale*, *Single Ease Question*, *Design Thinking*.

(xiv + 65 + Attachment)

Kitabisa.com is an application used for crowdfunding and donations, which is the largest in Indonesia and conducted online. *Users* have experienced issues while using the Kitabisa app, so research has been conducted to improve and address these problems. This is done to enhance information dissemination and communication regarding fundraising updates, particularly in the inbox section, making *users* emotionally engaged and willing to donate to the same fundraising campaigns again. By following the stages of the design thinking method: Empathize, Define, Ideate, Prototype, and Testing, a redesign can be crafted to create a product that meets *users'* needs and addresses their concerns. In the Empathize stage, the problems and needs of *users* are identified through interviews and observations. One issue identified is that the information provided by fundraising campaigns has not been effectively communicated, resulting in decreased app usage. In the Define stage, pain points obtained during the Empathize stage, such as the inconsistency and cluttering of campaign information in the inbox section, are further Defined. The goal is to find ways to make the Kitabisa app more *user*-friendly and consistent in its usage. During the Ideate stage, ideas and solutions are explored to address the identified problems and *user* needs. One idea that emerged is the separation of information and improvement of the display for the latest fundraising updates. In the Prototype stage, these ideas are translated into visual designs. The next step is Testing, which involves using two methods: Single Ease Question (SEQ) and System Usability Scale (SUS). The results of the SEQ test increase from the initial score of 5.54 to 6.48. Additionally, the SUS test increase from the initial SUS score of 63.5 to 83.5 in the Prototype. Based on the increase in the value of the two test methods on 5 respondents, it means that changes are in accordance with needs and can overcome existing problems.

Bibliography (2019-2023)