

## ABSTRACT

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*USER EXPERIENCE ANALYSIS ON JENIUS APPLICATION USING USER EXPERIENCE QUESTIONNAIRE PLUS (UEQ+)*

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*(xii + 64 + Appendices)*

*Fintech or Financial Technology is a sophisticated business field integrating financial management, money storage, distribution, and technology. Therefore, the workings of fintech are complex and branched according to their services to the public. One type of fintech is Digital Banks. Digital Banks are banks whose transactions run digitally, ranging from account registration to asset management. Digital banks differ from mobile banking, as m-banking is still related to offline transactions, whereas digital bank transactions are entirely electronic. User Interface (UI) and User Experience (UX) in the Jenius application are crucial elements to encourage users to continue using the application. UX research can obtain indications of the pass or fail rate of a design. User Experience Questionnaire+ or UEQ+ is a modular framework that contains several scales to measure different aspects of UX. These scales can be combined to create a questionnaire related to a product, encompassing relevant aspects of specific research questions. UEQ+ has a larger list of UX scales. User Experience analysis conducted on the Jenius application using the User Experience Questionnaire Plus (UEQ+) method has been successfully carried out. The study involved 100 respondents, consisting of 72 females and 28 males. Based on the results, the highest mean value was obtained from the Usefulness variable in the item "Useless/ Useful" with a score of 2.20, and the lowest mean value from Dependability in the "Unpredictable/ Predictable" and Usefulness in the "Not Beneficial/ Beneficial" items with a score of 1.29. Although the Dependability and Usefulness variables have items with the lowest values, the measurement results are still positive. Overall, the User Experience of the Jenius application received a better score, but the Dependability and Usefulness aspects that can enhance the quality of service to users could be improved.*

*Bibliography (2001-2023)*