

## ABSTRAK

### PERANCANGAN USER EXPERIENCE APLIKASI ANDROID INDESA MOBILE SURVEY MENGGUNAKAN METODE USER EXPERIENCE LIFECYCLE (*the wheel*)

Oleh:

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Penelitian ini berfokus pada perancangan pengalaman pengguna (*user experience*) aplikasi mobile Android bernama "Indesa Mobile Survey" menggunakan metode *User Experience Lifecycle (the wheel)*. Aplikasi ini bertujuan untuk memudahkan pelaksanaan survei, koleksi data otomatis, dan penyajian data akurat terkait potensi desa di Indonesia. Dalam konteks jumlah desa yang sangat banyak, pemerintah pusat dan desa kesulitan memetakan potensi desa secara optimal, yang berdampak pada kurangnya data valid dan kebijakan yang tepat. Penelitian ini mencoba menjembatani kesenjangan tersebut dengan merancang aplikasi yang efisien dan *user-friendly*.

Metode *the wheel*, yang terdiri dari empat tahapan (analisis, desain, prototipe, evaluasi), digunakan dalam perancangan *user interface* dan *user experience* aplikasi ini. Penelitian ini juga menerapkan dua metode pengujian *usability*, yaitu *System Usability Scale (SUS)* dan *Heuristic Evaluation*.

Hasil akhir penelitian ini memberikan kontribusi dalam merancang aplikasi yang memiliki tampilan menarik, pengalaman pengguna yang baik, serta efisiensi dalam pelaksanaan survei dan pengumpulan data di desa. Penelitian ini juga menunjukkan pentingnya melibatkan ahli UI/UX dalam perancangan aplikasi untuk memastikan kualitas pengalaman pengguna yang optimal. Kombinasi metode *the wheel* dan pengujian *usability* mampu membawa perbaikan berkelanjutan pada aplikasi.

Kata kunci : *User Experience, Android Application, User Experience Lifecycle, Usability Testing, System Usability Scale, Heuristic Evaluation*

## **ABSTRACTION**

### ***USER EXPERIENCE DESIGN OF INDESA MOBILE SURVEY ANDROID APPLICATION USING USER EXPERIENCE LIFECYCLE METHOD (the wheel)***

By:

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*This study focuses on designing the user experience of an Android mobile application called "Indesa Mobile Survey" using the User Experience Lifecycle method (the wheel). This application is aimed to facilitate the implementation of surveys, automatic data collection, and presentation of accurate data related to village potential in Indonesia. In the context of a very large number of villages, the central and village governments have difficulty mapping village potential optimally, which has an impact on the lack of valid data and appropriate policies. This research attempts to bridge the gap by designing an efficient and user-friendly application.*

*The wheel method, which consists of four stages (analysis, design, prototype, evaluation), was used in designing the user interface and user experience of this application. This research also applied two usability testing methods, which are the System Usability Scale (SUS) and Heuristic Evaluation.*

*The final result of this research contributes to designing an application that has an attractive appearance, good user experience, and efficiency in conducting surveys and data collection in the village. This research also shows the importance of involving UI/UX experts in application design to ensure optimal user experience quality. The combination of the wheel method and usability testing can bring continuous improvement to the application.*

**Keyword :** *User Experience, Android Application, User Experience Lifecycle, Usability Testing, System Usability Scale, Heuristic Evaluation*