ABSTRACT

Smartphone have become the daily human needs. All forms of activities that encompass the everyday life of man cannot be separated from the role of a smartphone. In particular, for the businessman based in large companies. His role is so important to the progress of each respective company. Therefore, it takes a lot of smartphone applications that can meet the needs of its users. Especially business travelers. No escape from it all, a smartphone application must have tremendous appeal so that its users can be comfortable and satisfied in using him. As fore elements that can meet the satisfaction of the smartphone users in using a wide range of applications. One is the user experience that runs on an application. How to create a comfortable and satisfied user it all depends on UX in the personal religious beliefs of each respective application.

Keywords: User Experience, Smartphone, Mobile Apps