

ABSTRACT

Usability Evaluation in the Dolan Banyumas Application Using the Cognitive Walkthrough Method

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Various aspects of life are affected by the rapid advancement of information and telecommunications technology in the current era of globalization. The existence of technology also gave rise to many new things such as the internet. The existence of these advances has made the people of Indonesia cannot be separated from its utilization. Taking advantage of technological advances that can increase tourism is one of the many promotions aimed at encouraging the growth of Indonesian tourism. Apart from the fact that this application is still in the development stage, based on observations made at the Google PlayStore and interviews conducted with one of the users of this application, it was found that users feel dissatisfied in using the application due to an unattractive appearance, features that are difficult to use, and there are still error. The purpose of this research is to evaluate the usability of the application and provide recommendations for improvements to the Dolan Banyumas application using the Cognitive Walkthrough method. Based on the test results, the results obtained are a success rate of 93%, an error rate of 8%, and takes an average of 140 seconds to complete. The recommendations given are located on the bus ordering page, recommendations for tourist attractions, changing passwords, and logout displays.

Keywords: Application, Cognitive Walkthrough, Technology, Tourism, Usability