

ABSTRACT

USABILITY EVALUATION OF TEMAN BUS APPLICATIONS USING SYSTEM USABILITY SCALE AND HEURISTIC EVALUATION METHODS

Oleh

Dhamara Alan Christiawan 19102139

Temam Bus application is one form of digital development utilized to support the Teman Bus transportation service in the community. Currently, Teman Bus application has been downloaded more than 500,000 times. Based on comments from the Google Play Store, users have encountered difficulties when using the application, and through observations, several interface-related shortcomings have been identified, highlighting the need for a usability evaluation to determine the level of usability for future application improvements. This evaluation implements the System Usability Scale (SUS) and Heuristic Evaluation (HE) methods. The SUS method is used to evaluate from the user's perspective, while the HE method is employed to evaluate the interface from an expert's perspective. The process involves identifying issues with the Teman Bus Application, conducting a literature review on the SUS and HE methods, followed by data collection using SUS and HE questionnaires. The collected data will be analyzed and processed to obtain the final results, including the SUS score and its interpretation, as well as severity ratings from the HE analysis, which will then be used to formulate improvement recommendations. The evaluation results indicate that the SUS score for the Teman Bus application is 60.225, which falls within the "D" grade with an "OK" adjective category and a "Marginal" acceptance level. Based on the Net Promoter Score (NPS), the obtained SUS score of 60.225 falls under the "Detractor" category. The HE evaluation reveals three aspects with the highest severity ratings: "flexibility and efficiency of use," "recognition rather than recall," and "aesthetic & minimalist design."

Keywords: *Heuristic Evaluation, System Usability Scale, Teman Bus, Usability*