ABSTRACT
IMPLEMENTATION OF USER EXPERIENCE LIFECYCLE IN APPLICATION DESIGN WISATA BANYUMAS

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Tourism is one of the fields that is influenced by information technology which is growing rapidly at this time. If managed optimally, it will have considerable potential. Banyumas Regency is one of the districts that is rich in tourism potential. Based on the results of data, 98% of 50 respondents said that there was a need for a tourism search application in Banyumas, because many tourism had not utilized promotional programs optimally. From the existing problems, an idea was created to make a prototype of the Android-based WISATA application that could help solve the problem. WISATA needs to pay attention to several aspects that will affect user interest in user experience. User experience Lifecycle is a framework that can be applied when you want to develop a product. To get a good user experience, a prototype simulation is carried out which will be evaluated. Evaluation of the WISATA application prototype is carried out using the UEQ (User Experience Questionnaire) method. The evaluation stage is prototype testing. From the data obtained, the "Attractiveness" category has a score of 1.93, the "Perspicuity" category gets a score of 1.89, the "Efficiency" category gets a score of 1.75, the "Dependability" category gets a score of 1.67, the "Stimulation" category got a score of 1.94, the last category, namely "Novelty" got a score of 1.38. Based on the data obtained, the six categories occupy between 0.8 and the maximum score. So that the WISATA application prototype gets positive results.
Keywords: Tourism,WISATA,Prototype,User experience Lifecycle,User Experience Questionnaire