

ABSTRACT

REDESIGN OF THE PEDULI LINDUNGI APPLICATION USING A/B TESTING METHOD

Oleh

Sandi Ramadhan

18102213

Coronavirus or server acute respiratory syndrome coronavirus 2 (SARS CoV-2) is a virus that attacks the human respiratory system. Until now, Indonesia is still struggling to fight the spread of the Covid-19 disease. Every day until now there are still many reports about the increasing spread of the virus to new variants that continue to grow to the reporting of victims who have died. In the last few months, the Indonesian government through the Ministry of Communication and Information (Kominfo) has developed an Android-based peduli lindungi application service that functions to assist in community service regarding preventing the spread of the Covid-19 disease.

The peduli lindungi application has several features that really help the government to monitor the movement of people who are affected by symptoms or infected with the virus so that the spread is not large. The care to protect application also has the facility to print vaccine history cards for people who have already vaccinated. To find out whether the application of caring for protection is used and well received by the community, it is necessary to do research on user satisfaction and convenience.

One way to find out what a good user interface looks like is A/B Testing. A/B Testing is also basically an experiment where two variants of a single page are shown to users at random and analysis is used to determine which variation performs better for a given conversion objective. In the results of the redesign there are several views that have been added so that users can more easily understand and use the application.

Keywords: Covid-19, Peduli Lindungi, A/B Testing, Redesign, User Interface