

ABSTRACT

EVALUATION AND REDESIGN OF MAMIKOS MOBILE APPLICATION USING USER CENTERED DESIGN METHOD

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The high mobility of society, especially newcomers, causes the need for both long-term and temporary accommodation, so a application that can display information and make reservations is greatly needed. The process of finding a boarding house through a mobile application is an activity that requires a high level of efficiency. Therefore, users experience difficulties in finding boarding houses that meet their needs. This can be caused by problems in User Experience (UX). Based on the description, the aim of this research is to determine the user satisfaction with the Mamikos mobile application. This evaluation is carried out by distributing questionnaires to respondents to determine their experience in using the system. The assessment of the questionnaire conducted using the System Usability Scale method, based on the data collection that has been carried out using the slovin formula, obtained 30 respondents who produced a System Usability Scale score of 70 based on the System Usability Scale feasibility category, so the evaluation of the system can be considered feasible to use.

Keywords: User-Centered Design, System Usability Scale, Mamikos, Mobile Applications, UI/UX