

Abstract

Along with the development of the digital world today, digital books are also increasingly in demand among book readers in Indonesia. In today's digital era, technology in the field of literacy is also growing. There are already many platforms that provide digital books, one of which is a digital book application. Currently, there are many digital book applications that are familiar among local and international book fans. Based on the pre-research survey that has been carried out, the Gramedia Digital application is one of the most widely used digital book applications by book readers in Indonesia. Based on the results of pre-research that has been carried out on 21 people, several facts emerged from users of the Gramedia Digital application. These things are considered to be able to affect the comfort and satisfaction of users in reading digital books. Therefore, the purpose of this research is to measure UX for Gramedia Digital application users using the HEART Framework. The HEART (Happiness, Engagement, Adoption, Retention, Task Success) Framework was chosen to be able to determine user-centered metrics to suit user needs. Through UX measurements on the Gramedia Digital application, it is hoped that suggestions and improvements will emerge by re-designing using the UCD (User-Centered-Design) method on the Gramedia Digital application.

Keywords: User Experience, HEART Framework, User-Centered-Design, Digital Book, Gramedia Digital