ABSTRACT

User Interface (UI) design is the whole process of creating and improving the app's—whether web app or mobile app—appearance and presentation. Each screen, page, buttons and other visual elements are the key to spend an efficient time in catching customers' attention. User Experience (UX) design is the procedure that focuses mainly on wireframing and structuring the app's components and elements appropriately so that it becomes as simple as possible and won't exhaust users' brains.

UX/UI Design plays an essential role in increasing sales and growth of the business by understanding their audience for customer retention. For Indosat M2 as one of the leading telecommunication providers in Indonesia, the design will not only increase their credibility in the business but also build relationships with the customers in the industry by providing the maximum customer satisfaction. With users having lots of choices and alternatives for the products and/or services, the number of consumers can measure the success of the great UI and UX.

During the analysis and design of online payment system application with OOUX Method of User-Centered Design approach based on Android in IM2 Company, a better SUS testing score is reached. While the existing business process has SUS testing score of 58.5, the latest analysis shows a score of 80, implying a better whole experience for its users by using the offered approach. This data can lead the company to further develop their app based on customers' needs, as well as to improve brand awareness and improve their targets.

Keyword: OOUX Method, UCD, UI/UX, Android App