

I. INTRODUCTION

In the current era, most Indonesians are increasingly aware of the importance of investing. Central Securities Depository (KSEI) states that Indonesia's capital market investors are increasing yearly. It claimed that the number of capital market investors was more than eight million in March 2022 [1]. It made securities in Indonesia vie to digitize their services by creating digital investment service applications to make it easier for their customers. According to data from the Indonesia Stock Exchange (IDX), Phillip Securities Company is one of the oldest and most actively traded securities [2] with their application called Phillip's Online Electronic Mart System (POEMS). This research distributed a questionnaire to 30 respondents of POEMS application users to reveal the users' perceptions. The most negative feedback related to the user experience was initially not friendly for novice investors. Therefore, this research underlined that the dominant usability aspect is learnability. Usability problems in a system can lead users to reject it [3] and switch to using other investment service applications, which are understandable in usability, user experience, and interface. This threat could decrease POEMS' clients.

This research focused on analyzing and redesigning the user experience (UX) of the POEMS investment service application to help Phillip Securities Company retain its customers. In the world of capital markets, there are two types of investors: professional and novice [4]. Meanwhile, this research focused on novice investors with a limited understanding of stock investing. Therefore, the most suitable method is the User-Centered Design (UCD) method, which is highly optimized for specific application users' use, needs, and desires and involves users at every stage. By implementing the UCD and providing value to end-users, the application personalization can encourage the product's success [5].

This research had several limitations considers the purpose of the POEMS application as a platform for transacting stocks or mutual funds [6] that stock investors dominate. Hence, this research focused the essential features that support the transaction process. Based on the previous research, the transaction was an activity that involves buying and selling [7]. Therefore, users at least used some essential features to achieve this buying and selling goals: payment confirmation, check balances, buy shares, sell shares, check the status of sales and purchases of shares, check portfolios, view transaction history, check profit and loss from the sale of shares, and withdraw the balance.