

ABSTRACT

In today's digital era today, the DLU Ferry application plays an important role in providing services to users. users. Users can explore the available ship routes, select the desired time and purchase tickets. and purchase tickets. However, the challenge is how to create a good user experience and easy to use. The DLU Ferry app has been downloaded 500,000 times on Google Play. It received 3.95 thousand reviews and a total rating of 2.9. A large number of users gave a 1-star rating, on a scale of 1 - 5. This shows that the user experience is less than satisfactory. satisfactory. Based on this phenomenon, the author verified by evaluating user experience using the UX Honeycomb method. According to Peter Morville, UX Honeycomb can assist in identify aspects that are important to fulfill in user experience design. user experience design. The results of the user experience evaluation, showed that the usable aspect with an indicator of questions related to the application can be run without instructions getting a value of 2.93 which is included in the good enough category and desirable aspects, especially on the indicator of questions relating to the appearance of the user interface get a score of 2.70, including in the good enough category. Therefore, redesign of the DLU Ferry application is needed. In the redesign process redesign process, the Human-Centered Design (HCD) method is used. HCD involves stages such as a deep understanding of the context and user needs, designing human-focused solutions from basic concepts to final design and design evaluation. and design evaluation. The result of the redesign is a prototype prototype that will be tested and re-evaluated in terms of user experience and usability using UX Honeycomb and Think Aloud. by using UX Honeycomb and Think Aloud. After redesign of the DLU Ferry application, the results are obtained, in the usable aspect with an indicator of questions related to the application can be run without any problems. indicator questions related to the application can be run without instructions get a mean value of 3.50. In the aspect of desirable indicator questions related to the appearance of the user interface get a mean value of 3.47 including in the good category.

Keywords: DLU Ferry App, User Interface, User Experience, UX Honeycomb, Human-Centered Design.