

ABSTRACT

In facing the current rapid development of information technology and information systems, society increasingly needs the presence of technology. In this case, there are many applications that people use to meet their daily needs. These applications provide easy access and efficiency in various activities, such as online shopping, online ticket ordering, accessing health services, etc. M.Tix is an application belonging to Cinema XXI which is used to view film showing schedules in cinemas and order cinema tickets online. It is important for the M.Tix application to have a good User interface and User experience so that it can help users meet their needs. However, there are still many shortcomings and problems with the User interface and User experience of the M.Tix application, such as users can only order tickets on the same day and it is not possible to make reservations, there are too many buttons on the film detail page, the show list layout looks old school. and it takes too much action to book a ticket. The shortcomings of M.Tix's User interface and User experience are also reflected in its total reviews which only reached 3.9 on the Google Play Store, which is a low rating. By considering the problems mentioned and considerations from previous research, the aim of this research is to evaluate the User experience and redesign the User interface and Front End of the M.Tix application. The scope of the research is limited to the M.Tix application. The method used in redesign is Double Diamond Design Thinking with the stages Discover, Define, Develop, Deliver. Meanwhile, to carry out testing, the Guerilla Usability Testing method is used with the UEQ usability matrix as a quantitative assessment. The output produced is in the form of user persona, empathy map, user flow, architecture information, low-fidelity wireframe, high-fidelity design, and a mobile responsive website front end page. The total number of pages that were redesigned was approximately 28 main pages, taking into account adding new features from the results of user interviews and the einshower matrix. The results obtained from scenario testing using Guerilla Usability Testing obtained an average of 19.36 points, which means the design is acceptable but requires improvement in certain parts. Apart from that, the results of the quantitative assessment of applications that have been redesigned using the UEQ usability

matrix get an average score of "above average" which is an improvement from the previous design which got a score of "bad".

Keywords— User interface, User experience, Double Diamond Design Thinking, Guerilla Usability Testing, UEQ, M.Tix Application.