DAFTAR ISI

ABSTRAK i

ABSTRACT ii

LEMBAR PENGESAHAN iii

LEMBAR PERNYATAAN ORISINALITAS iv

KATA PENGANTAR v

DAFTAR ISI vi

DAFTAR GAMBAR xii

DAFTAR TABEL xiv

DAFTAR LAMPIRAN xvi

Bab I Pendahuluan 1

I.1 Latar Belakang 1

I.2 Perumusan Masalah 5

I.3 Tujuan Penelitian 5

I.4 Batasan Penelitian 5

I.5 Manfaat Penelitian 6

Bab II Tinjauan Pustaka 7

II.1 Aplikasi *Mobile* 7

II.2 *User Interface / User Experience* (UI/UX) 7

II.3 Prinsip Desain (*Design Principle*) 8

II.3.1 *Usability Heuristics* 8

II.4 Metode Pengujian Usability 10

II.4.1 *Usability Testing* 10

II.4.2 *Single Ease Questions* (SEQ) 12

II.4.3 *System Usability Scale* (SUS) 14
II.5 *UI Style Guide* 15
II.6 Figma 19
II.7 Flutter 19
II.8 *State of The Art* 20
II.9 Metode Desain 22
II.9.1 *Design Thinking* 22
Empathize 22
Define 22
Ideate 23
Prototype 23
Testing 23
II.10 Analisa Kompetitor 23
II.11 *Empathy Map* 24
II.12 *Heart Metrics* 24
II.13 *User Persona* 26
II.14 *Product Statement* 26
II.15 *How Might We* 27
II.16 *Impact and Effort Matrix* 27
BAB III Metodologi penelitian 28
III.1 Kerangka Berpikir 28
III.2 Sistematika Penyelesaian Masalah 29
III.2.1 *User Interview* dan *Usability Testing* 30
III.2.2 Kuesioner SUS 30
III.2.3 Studi Literatur 30
III.2.4 Metode Evaluasi 30

III.3 Pengumpulan Data 31
III.4 Pengolahan Data 32
III.4.1 Tahap Pendahuluan 32
III.4.2 Tahap *Design Thinking* 33
III.4.2.1 Empathize 33
III.4.2.2 Define 33
III.4.2.3 Ideate 33
III.4.2.4 Prototype 33
III.4.2.5 Testing 34
III.4.3 Tahap Penutup 34
III.5 Metode Evaluasi 34
III.6 Alasan Pemilihan Metode 34
III.7 Rencana Jadwal Kegiatan 37
BAB IV Analisis dan Perancangan 39
IV.1 Analisa dan Perancangan aplikasi Mobile Banking bank X 39
IV.1.1 Analisa Kompetitor 39
IV.1.1.1 Kesimpulan Analisa Kompetitor 40
IV.2 Perancangan ulang desain aplikasi Mobile Banking bank X 40
IV.3 *Emphatize* 41
IV.3.1 *Research (User Interview)* 41
IV.3.2 *Usability Testing* 50
IV.3.2.1 Tugas atau *Task* 50
IV.3.2.2 Pengujian *task* menggunakan pengukuran *Single Ease Question* . 52
IV. 3.2.2.6 Hasil Akhir Pengukuran SEQ Pengujian aplikasi BNI Mobile Banking 64
IV. 3.2.3 Pengukuran *Usability* menggunakan *System Usability Scale* 65

IV. 3.2.4 Kesimpulan *User Testing* 66
IV. 3.3 *Empathy Map* 66
IV. 3.3.1 *Empathy Mapping User* 1 66
IV. 3.3.2 *Empathy Mapping User* 2 68
IV. 3.3.3 *Empathy Mapping User* 3 69
IV. 3.3.4 *Empathy Mapping User* 4 70
IV. 3.3.5 *Empathy Mapping User* 5 71
IV. 4 *Define* 72
IV. 4.1 *User Persona* 72
4.2 *User Journey Map* 72
IV. 4.2 *Product Statement* 74
IV. 4.3 *Heart Metric* 75
IV. 4.4 *How Might We* (*HMW*) 77
IV.5 Ideate 78
IV.5 Pengumpulan ide dan solusi 78
IV.5.2 *Impact and Effort Matrix* 79
IV.5.3 *Task Flow* 80
IV.5.4 *Use Case Diagram* 83
IV. 5.4.1 *Use Case Diagram Description Login* 84
IV.5.4.2 *Use Case Diagram Description* Transfer Sesama Bank 85
IV.5.4.3 *Use Case Diagram Description* Transfer Antar Bank 86
IV. 5.4.4 *Use Case Diagram Description Virtual Account Billing* 87
IV.5.4.5 *Use Case Diagram Description Top-Up E-Wallet* 88
IV. 5.4.6 *Use Case Diagram Description* Mutasi Rekening 89
IV.5.5.1 *Activity Diagram Login* 90
IV.5.5.2 *Activity Diagram* Transfer Sesama Bank 91

IV. 5.5.3 *Activity Diagram* Transfer Antar Bank 93
IV.5.5.4 *Activity Diagram* Transfer Virtual Account Billing 95
IV. 5.5.4 *Activity Diagram Top-Up E-Wallet* 97
IV.5.5.5 *Activity Diagram* Mutasi Rekening 99
IV.6 *Prototype* 100
IV.6.1 *UI Style Guideline* 100
IV.6.1.1 Logo 100
IV.6.1.2 *Typography* 101
IV.6.1.3 *Colors* 102
IV. 6.1.4 *Grid* 103
IV.6.2 *Low Fidelity* 104
BAB V Implementasi dan Pengujian 111
V.1 *Design User Interface High Fidelity* 111
V.2 *Prototyping* 119
V.3 *Testing* 119
V.3.1 *Usabilitty Testing* 119
V.3.1.1 Skenario Pengujian Rancangan *User Interface* Baru 120
V.3.1.2 Hasil Pengujian *Usability Testing* 122
V.3.1.3 Hasil Akhir Skor SEQ 124
V.4 *Iterative Design* atau Iterasi Desain 125
V.4.1 Iterasi Desain sebelum dilakukan perancangan Desain Ulang 125
V.4.2 Iterasi Desain setelah dilakukan perancangan ulang 126
V.5 Pengukuran *System Usability Scale* (SUS) 134
V.5.1 Hasil Akhir Desain 136
V.6 Implementasi *Front End* 137
V.6.1 Hasil Implementasi Halaman Login 137

V.6.2 Hasil Implementasi Halaman Beranda 138
V.6.3 Hasil Implementasi Halaman Transfer sesama bank 139
V.6.4 Hasil Implementasi Halaman Transfer Antar Bank 140
V.6.5 Hasil Implementasi Halaman Transfer *Virtual Account Billing* . 141
V.6.6 Hasil Implementasi Halaman *Top-Up E-Wallet* 142
V.6.7 Hasil Implementasi Halaman Mutasi Rekening..... 143
V.7 *User Acceptance Testing* 143
BAB VI SARAN DAN KESIMPULAN 146
VI.1 Saran 146
VI.2 Kesimpulan 146
Daftar Pustaka 148
LAMPIRAN 152