

ABSTRACT

The MyTelkomsel application on Google Playstore currently (30/12/2022) has a rating of 4.5 out of 5 and has been rated by more than 9 million users. However, about 14% of users gave it a score of 1, which means there is still room for improvement. Analysis of this application was carried out to answer complaints that the application still often finds errors, and users have difficulty making transactions to purchase internet packages, because the application provides responses that take too long to be processed by the system.

Users even had several other complaints about the interface design, namely that it was difficult to understand and unsightly. So researchers will carry out UI/UX design analysis on the MyTelkomsel application version 6.16.1 on the mobile platform and test the application using the design thinking method. The main reason researchers apply the design thinking method is, in this method users are involved as participants, while other methods such as heuristic evaluation use experienced users. [2]

In the usability testing stage, prototype testing uses the System Usability Scale (SUS) method for high-fidelity design prototyping which has been built by formulating a test plan, then recruiting participants, preparing materials, carrying out tests, and analyzing test results [15]. This stage is useful for evaluating the usability of the MyTelkomsel application using the System Usability Scale (SUS) method and identifying areas of improvement in UI/UX design based on user evaluation results. This process makes it possible to create a better user experience and increase user interest in the application within Telkom University.

This research aims to obtain data using the design thinking method with data acquisition using qualitative data methods. Data collection will be aimed at students at Telkom University who use the MyTelkomsel application using a questionnaire or questionnaire.

Initial analysis using the System Usability Testing (SUS) method resulted in an average score of 43 which is below the desired minimum score of 68. After carrying out design improvements and analysis, the final SUS testing showed a significant improvement with an average score of 78, indicating that the design The updated interface design has good performance. This increase in SUS value shows that the changes made to the UI/UX design of the MyTelkomsel application effectively meet user needs and convenience.

Keywords : *influence analysis, UI/UX design, MyTelkomsel application, Design thinking*