Abstract

Along with developing the donor service era, Palang Merah Indonesia (PMI) created the Ayodonor application to facilitate information and blood donor services. Based on Google Playstore review data, approximately 20% of 1600 user comments stated that the user interface was unsatisfactory, with confusing navigation, an unattractive appearance, and a design that was too rigid. The usability test results also showed that the Ayodonor application usability value was still low. So it can be concluded that the Ayodonor application has a user interface that does not meet the criteria for good usability. Therefore, a recommendation is needed to improve the user interface using the discovery prototyping method that emphasizes the user's perspective and is exploratory so that it can help understand user needs. The results of this recommendation include such as a redesign of the main page, separation of FAQ features, and clear text labeling on icons. The usability value obtained by the System Usability Scale (SUS) testing method on the Ayodonor application user interface recommendation which increased by 25.34% from the initial usability test value of 63.125 points to 79.125 points.

Keywords: application, ayodonor, usability, discovery prototyping, system usability scale (SUS)