

ABSTRACT

The JekNyong application is an app that allows the people of Banyumas Regency to sell household waste for recycling. However, its user adoption is still low, with only 3.33% of the total families in Banyumas Regency using it and a rating of 3.4 on the Google Play Store. This is due to the interface design, which is not intuitive, and limited feature accessibility. Before the design development, an initial usability testing was conducted to measure the user experience, which resulted in a task success rate of 75%, time-based efficiency of 0.0206 goals/sec, and a System Usability Scale (SUS) score of 63. The subsequent design development was carried out using the Design Thinking method through the stages of Empathize, Define, Ideate, Prototype, and Test, which included improvements to navigation, ease of feature access, and layout enhancement. The second round of testing showed better results: the task success rate increased to 95.83%, time-based efficiency rose to 0.0382 goals/sec, and the SUS score improved to 86. Thus, the design development of the JekNyong application successfully enhanced its effectiveness and efficiency in accessing the app's features.

Keyword: JekNyong , Application, Design Thinking, Usability Testing