

ABSTRACT

The rapid development of digital technology has driven the transformation of services in the transportation sector to digital-based ones. Perum DAMRI, a provider of land transportation services in Indonesia, presents the DAMRI Apps application to make it easier for prospective passengers to order bus tickets online. However, various obstacles are still found in the user experience that have an impact on user satisfaction. This study aims to analyze and identify usability problems in the DAMRI Apps version 4.6.1 application and provide solutions and design recommendations to improve user satisfaction when interacting with the DAMRI Apps application. The methods used in this study include observation, and heuristic evaluation with 3 evaluators based on 10 aspects of heuristic evaluation according to Jakob Nielsen with a severity level assessment and usability testing of 5 DAMRI Apps application users. The results of the study indicate that there are problems in the aspects of navigation, clarity of information, interface display, and application responsiveness. From the analysis that has been done, the severity level score for the main problem of the DAMRI Apps application is at a score of 3 (major usability problem) and 4 (catastrophe usability) with the proposed design recommendations and the design of a visual application system with five user interface (UI) components, namely, functional form input, clarity of feedback, navigation clarity, information group and button standardization. These solutions and recommendations are expected to improve user experience and satisfaction and support efforts to digitize public transportation services in Indonesia.

Keywords: DAMRI Apps, Heuristic Evaluation, Usability Testing, Interaction Design, UI/UX.