

INTISARI

PERANCANGAN *USER EXPERIENCE* SMS MASKING KINGMO DENGAN METODE *USABILITY TESTING* (STUDI KASUS: PT GAMATECHNO INDONESIA)

Rini Setiawati

15/386081/SV/09467

User experience yang buruk dapat mengurangi tingkat penggunaan dan kepuasan pengguna. *User experience* gt-SMS sebagai sistem SMS *masking* masih belum sempurna. Penggunaan metode *usability testing* dapat membantu masalah yang dialami pengguna.

Penelitian ini menggunakan metode Google Design Sprint dalam tahap analisis hingga pengujian. Rancangan Sistem baru mengacu pada hasil *usability - testing* sistem lama dan keputusan PT Gamatechno Indonesia. Pengujian dilakukan dengan melakukan *usability testing* pada *prototype* sistem baru. Sebanyak 5 partisipan berbeda digunakan pada *usability testing*. Hasil *usability testing* sistem baru kemudian dibandingkan dengan sistem lama.

Diperoleh skor SUS (*System Usability Scale*) Kingmo sebesar 73.5. Skor tersebut meningkat sebanyak 23.5 dari gt-SMS. Berdasarkan data yang diperoleh saat *usability testing* dan penilaian SUS, dapat diambil kesimpulan bahwa dengan pendekatan pada pengguna mampu meningkatkan *user experience* Kingmo.

Kata kunci: *user experience*, gt-SMS, Kingmo, *usability testing*

ABSTRACT

DESIGNING MASKING MESSAGING KINGMO USER EXPERIENCE WITH USABILITY TESTING METHOD (CASE STUDY: PT GAMATECHNO INDONESIA)

Rini Setiawati

15/386081/SV/09467

Application usage and satisfaction levels can go down because a bad user experience. gt-SMS user experience as SMS masking system at Gamatechno Indonesia was still not perfect. The use of usability testing method can help to solve the problems experienced by users.

Google Design Sprint method is used for analysis phase until testing for this research. Kingmo is the newest design of SMS masking refers to the results of usability-testing of gt-SMS and PT Gamatechno Indonesia's decision. The examining of Kingmo is done by usability test on its prototype. A total of 5 different participants were participated on usability test. Then, Kingmo usability test results are compared to gt-SMS.

The score of SUS (System Usability Scale) of Kingmo was 73.5. The score is 23.5 higher than gt-SMS. Based on data obtained during usability test and SUS assessment, it can be concluded that with the approach on the user can improve the user experience of Kingmo.

Keyword: *user experience, gt-SMS, Kingmo, usability testing*