

ABSTRACT

Indicar which is a product of Telkom group that will enter the go to market (market validation) phase. From research conducted by Jakob Nielsen, Usability has a very significant impact on sales / conversion rates, traffic / visitor count, user performance / productivity and use of specific (target) features. The impact of Usability is aligned with the objectives of market validation, which is to get user growth which is expected to spur revenue growth. The purpose of this study is to evaluate the Indicar user experience based on the Indicar usability analysis so that it is expected that with this evaluation user growth will increase.

Researchers conducted the research using the mix method and collected the data using Usability Testing, and the data obtained were in the form of video data of usability testing activities along with data from interviews.

Based on the results of data analysis using the Data Envelopment Analysis (DEA) method, it was concluded that the Indicar.id portal is still difficult for users to use. The researcher provides recommendations regarding the design and mind model of the Indicar portal through several stages including: recruiting respondents, creating a usability testing dashboard, conducting usability testing and processing usability testing data using DEA. Based on the results of data processing, an analysis was carried out and recommendations were made to improve the usability of the Indicar.id portal

For further research, it is expected that the presentation of data on the results of usability testing will be presented based on the task, while the data processing using DEA is presented based on the respondents. For the variable to be used in the calculation of the DEA method, it is recommended to fulfill one of the characteristics of DEA, namely Isotonicity (an increase in input will result in an increase in output).

Keywords : *Indicar.id, User Experience, Usability, Usability Testing, Data Envelopment Analysis*