

ABSTRACT

USER INTERFACE AND USER EXPERIENCE DESIGN OF LINTAS BANDUNG APPLICATION BASED ON MOBILE ANDROID FOR MEASUREMENT OF PUBLIC TRANSPORTATION IN BANDUNG CITY USING USER CENTERED DESIGN METHOD

By

Arief Ryan Risbaya

NIM: 1202160269

(Study Program of Information System)

Bandung City is one of the biggest cities in Indonesia. Bandung is a metropolitan city that is quite densely populated, and even the city of Bandung has been named the capital of West Java Province. In the city which is also dubbed as the Flower City, it has public transport modes that serve travel routes within the city or across the city around Bandung Raya.

Public transportation that is very often found in the city of Bandung is City Transportation or Angkot, and Damri Bus or Trans Bandung. Public Transport is a means of public transportation with predetermined routes. According to the West Java Transportation Agency in 2016, based on statistical data on the use of conventional public transportation in the last 10 years has decreased from the previous 40% to 20%. Meanwhile, according to the Central Statistics Agency of West Java Province in 2018, based on statistical data on the use of private vehicles in the past 5 years, there has been an increase in vehicles in the city of Bandung, amounting to 3.9% each year. Meanwhile traffic jams in several locations in the city of Bandung are increasing. The decline in public interest in using public transportation is due to every information terminal on public transport routes, especially in the city of Bandung, which is very minimal, even in some terminals there is no information at all, making it difficult for users of public transportation services.

Based on these problems, a solution is created, a platform that can provide that information and is expected to help users of public transportation services to find out various travel routes in Bandung. The design of the solution focuses on the design of the User Interface and User Experience (UI/UX) of the platform to be developed. The design of the User Interface design will use the User Centered Design method to approach prospective users to get the needs of the design to be designed. Design testing refers to the System Usability Scale (SUS) as a standard in Usability Testing that will be carried out by users. The results of this study are the User Interface design on an application called Lintas Bandung based on Android mobile that has a test score of 79 and 80% acceptable to the user.

Keywords: Bandung City, Public Transportation, UI / UX, User Centered Design.