

ABSTRACT

The use of information technology at banks is very necessary to protect transactions between customers and customer data of the bank. In making transactions, customers can visit banks, ATMs (Automated Teller Machines), use Internet Banking, Mobile Banking or SMS Banking. Mobile Banking itself is in the form of an application on a smartphone. Smartphones that have become the primary human need are a separate solution for a bank, facilitating customers to transact without having to visit the bank. In Mobile Banking applications, the performance and appearance of the user interface are very important for the convenience of application users. Redesigning an application can also help users use an application to improve the user experience that is different from the previous design. This research uses the Usability Testing method, the purpose of Usability Testing is to test applications in the form of prototypes to users in the hope of feedback after testing. Usability Testing is carried out on bank X customers who use the X bank Mobile Banking application and mobile banking users other than bank X customers to obtain data about the user's persona and mental model on the design in the application which will then be used as a reference in making case study prototypes.

Keyword : mobile banking, persona, mental model, user interface