

DAFTAR ISI

ABSTRAK.....	i
ABSTRACT.....	ii
LEMBAR PENGESAHAN	iii
LEMBAR PERNYATAAN ORISINALITAS	iv
KATA PENGANTAR	v
DAFTAR ISI.....	vi
DAFTAR GAMBAR	xii
DAFTAR TABEL	xiv
DAFTAR LAMPIRAN.....	xvi
Bab I Pendahuluan	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah.....	5
I.3 Tujuan Penelitian.....	5
I.4 Batasan Penelitian	5
I.5 Manfaat Penelitian.....	6
Bab II Tinjauan Pustaka	7
II.1 Aplikasi <i>Mobile</i>	7
II.2 <i>User Interface / User Experience (UI/UX)</i>	7
II.3 Prinsip Desain (<i>Design Principle</i>).....	8
II.3.1 <i>Usability Heuristics</i>	8
II.4 Metode Pengujian Usability	10
II.4.1 <i>Usability Testing</i>	10
II.4.2 <i>Single Ease Questions (SEQ)</i>	12

II.4.3	<i>System Usability Scale (SUS)</i>	14
II.5	<i>UI Style Guide</i>	15
II.6	Figma	19
II.7	Flutter	19
II.8	<i>State of The Art</i>	20
II.9	Metode Desain	22
II.9.1	<i>Design Thinking</i>	22
	<i>Empathize</i>	22
	<i>Define</i>	22
	<i>Ideate</i>	23
	<i>Prototype</i>	23
	<i>Testing</i>	23
II.10	Analisa Kompetitor	23
II.11	<i>Empathy Map</i>	24
II.12	<i>Heart Metrics</i>	24
II.13	<i>User Persona</i>	26
II.14	<i>Product Statement</i>	26
II.15	<i>How Might We</i>	27
II.16	<i>Impact and Effort Matrix</i>	27
BAB III	Metodologi penelitian	28
III.1	Kerangka Berpikir	28
III.2	Sistematika Penyelesaian Masalah	29
III.2.1	<i>User Interview dan Usability Testing</i>	30
III.2.2	Kuesioner SUS	30
III.2.3	Studi Literatur	30
III.2.4	Metode Evaluasi	30

III.3	Pengumpulan Data	31
III.4	Pengolahan Data	32
III.4.1	Tahap Pendahuluan	32
III.4.2	Tahap <i>Design Thinking</i>	33
III.4.2.1	Empathize	33
III.4.2.2	Define	33
III.4.2.3	Ideate	33
III.4.2.4	Prototype	33
III.4.2.5	Testing	34
III.4.3	Tahap Penutup	34
III.5	Metode Evaluasi	34
III.6	Alasan Pemilihan Metode	34
III.7	Rencana Jadwal Kegiatan	37
BAB IV	Analisis dan Perancangan	39
IV.1	Analisa dan Perancangan aplikasi Mobile Banking bank X	39
IV.1.1	Analisa Kompetitor	39
IV.1.1.1	Kesimpulan Analisa Kompetitor	40
IV.2	Perancangan ulang desain aplikasi Mobile Banking bank X	40
IV.3	<i>Emphatize</i>	41
IV.3.1	<i>Research (User Interview)</i>	41
IV.3.2	<i>Usability Testing</i>	50
IV.3.2.1	Tugas atau <i>Task</i>	50
IV.3.2.2	Pengujian <i>task</i> menggunakan pengukuran <i>Single Ease Question</i> .	52
IV. 3.2.2.6	Hasil Akhir Pengukuran SEQ Pengujian aplikasi BNI Mobile Banking	64
IV. 3.2.3	Pengukuran <i>Usability</i> menggunakan <i>System Usability Scale</i>	65

IV. 3.2.4 Kesimpulan <i>User Testing</i>	66
IV. 3.3 <i>Empathy Map</i>	66
IV. 3.3.1 <i>Empathy Mapping User 1</i>	66
IV. 3.3.2 <i>Empathy Mapping User 2</i>	68
IV. 3.3.3 <i>Empathy Mapping User 3</i>	69
IV. 3.3.4 <i>Empathy Mapping User 4</i>	70
IV. 3.3.5 <i>Empathy Mapping User 5</i>	71
IV. 4 <i>Define</i>	72
IV. 4.1 <i>User Persona</i>	72
4.2 <i>User Journey Map</i>	72
IV. 4.2 <i>Product Statement</i>	74
IV. 4.3 <i>Heart Metric</i>	75
IV. 4.4 <i>How Might We (HMW)</i>	77
IV.5 <i>Ideate</i>	78
IV.5 <i>Pengumpulan ide dan solusi</i>	78
IV.5.2 <i>Impact and Effort Matrix</i>	79
IV.5.3 <i>Task Flow</i>	80
IV.5.4 <i>Use Case Diagram</i>	83
IV. 5.4.1 <i>Use Case Diagram Description Login</i>	84
IV.5.4.2 <i>Use Case Diagram Description Transfer Sesama Bank</i>	85
IV.5.4.3 <i>Use Case Diagram Description Transfer Antar Bank</i>	86
IV. 5.4.4 <i>Use Case Diagram Description Virtual Account Billing</i>	87
IV.5.4.5 <i>Use Case Diagram Description Top-Up E-Wallet</i>	88
IV. 5.4.6 <i>Use Case Diagram Description Mutasi Rekening</i>	89
IV.5.5.1 <i>Activity Diagram Login</i>	90
IV.5.5.2 <i>Activity Diagram Transfer Sesama Bank</i>	91

IV. 5.5.3	<i>Activity Diagram</i> Transfer Antar Bank	93
IV.5.5.4	<i>Activity Diagram</i> Transfer Virtual Account Billing.....	95
IV. 5.5.4	<i>Activity Diagram</i> Top-Up E-Wallet	97
IV.5.5.5	<i>Activity Diagram</i> Mutasi Rekening	99
IV.6	<i>Prototype</i>	100
IV.6.1	<i>UI Style Guideline</i>	100
IV.6.1.1	Logo.....	100
IV.6.1.2	<i>Typography</i>	101
IV.6.1.3	<i>Colors</i>	102
IV. 6.1.4	<i>Grid</i>	103
IV.6.2	<i>Low Fidelity</i>	104
BAB V	Implementasi dan Pengujian.....	111
V.1	<i>Design User Interface High Fidelity</i>	111
V.2	<i>Prototyping</i>	119
V.3	<i>Testing</i>	119
V.3.1	<i>Usability Testing</i>	119
V.3.1.1	Skenario Pengujian Rancangan <i>User Interface</i> Baru.....	120
V.3.1.2	Hasil Pengujian <i>Usability Testing</i>	122
V.3.1.3	Hasil Akhir Skor SEQ.....	124
V.4	<i>Iterative Design</i> atau Iterasi Desain	125
V.4.1	Iterasi Desain sebelum dilakukan perancangan Desain Ulang ...	125
V.4.2	Iterasi Desain setelah dilakukan perancangan ulang.....	126
V.5	Pengukuran <i>System Usability Scale (SUS)</i>	134
V.5.1	Hasil Akhir Desain.....	136
V.6	Implementasi <i>Front End</i>	137
V.6.1	Hasil Implementasi Halaman Login.....	137

V.6.2	Hasil Implementasi Halaman Beranda.....	138
V.6.3	Hasil Implementasi Halaman Transfer sesama bank	139
V.6.4	Hasil Implementasi Halaman Transfer Antar Bank	140
V.6.5	Hasil Implementasi Halaman Transfer <i>Virtual Account Billing</i> .	141
V.6.6	Hasil Implementasi Halaman <i>Top-Up E-Wallet</i>	142
V.6.7	Hasil Implementasi Halaman Mutasi Rekening.....	143
V.7	<i>User Acceptance Testing</i>	143
BAB VI	SARAN DAN KESIMPULAN	146
VI.1	Saran	146
VI.2	Kesimpulan.....	146
Daftar Pustaka	148
LAMPIRAN	152