

## **ABSTRACT**

### **ANALISIS USABILTY DESAIN USER INTERFACE PADA APLIKASI MCDONALDS MENGGUNAKAN METODE HEURISTIC EVALUATION**

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*User Interface is one of the main factors when building an application. In the absence of thorough preparation and design, a particular application will not run well or fully if it does not have sufficient preparation and design, in fact the absence of thorough preparation can result in users switching to another application. Therefore, this research was created with the aim of evaluating the user interface design implemented by an application called McDonalds using the Heuristic evaluation technique. This method includes 10 aspects of the user interface, which are parameters of how well an interface can interact with the user. The way this method works is to draw conclusions and suggestions, respondents are asked to fill out a questionnaire containing questions related to 10 interface aspects of this method, which allows us to assess all the results of the conclusions and suggestions in order to obtain important notes aimed at improving quality. and development of the McDonald's application in the future, which aims to increase the development of the McDonald's application and it is hoped that the analysis of the development of the McDonald's application can improve the quality of the McDonald's application so that it can be used more comfortably, can provide information more quickly and precisely, and can be more effective for users. who want to use the McDonalds application. This test filled out a questionnaire carried out by 3 experts regarding usability and obtained an overall average value of 0.5038, which means there is a cosmetic problem or no need for repair unless additional time is available.*

**Keyword : Application, McDonalds, User Interface, Usability, Heuristics Evaluation.**