

# ANALISIS USER EXPERIENCE DAN REDESIGN USER INTERFACE APLIKASI BPOM MOBILE DENGAN METODE DESIGN THINKING

## ABSTRAK

Aplikasi BPOM Mobile, yang dikembangkan oleh Badan Pengawas Obat dan Makanan (BPOM) Indonesia, bertujuan untuk membantu masyarakat mengakses informasi keamanan produk melalui fitur seperti pemindaian 2D *barcode*, pencarian produk, dan pelaporan masalah. Namun, berdasarkan ulasan di Google Play Store, banyak pengguna mengeluhkan masalah teknis dan tampilan antarmuka yang kurang memuaskan. Penelitian ini bertujuan untuk menganalisis UX aplikasi menggunakan pendekatan *User Experience Questionnaire* (UEQ) dan memperbaiki desain UI dengan metode *Design Thinking*. Hasil pengukuran *usability* pada aplikasi sistem berjalan memperoleh nilai buruk atau *bad* pada enam skala UEQ, yaitu *attractiveness*, *perspicuity*, *efficiency*, *dependability*, *stimulation*, dan *novelty*. Setelah dilakukan perbaikan desain UI, kemudian melakukan pengujian menggunakan Maze dengan mendapatkan skor *usability* sebesar 90 atau dikatakan tingkat *usability* yang sangat tinggi. Selanjutnya dilakukan pengukuran *usability* kembali dengan UEQ pada aplikasi yang telah diperbaiki. Hasil menunjukkan peningkatan signifikan dengan skala *attractiveness*, *efficiency*, *dependability*, *stimulation*, dan *novelty* memiliki kategori “*Good*” serta skala *perspicuity* memiliki kategori “*Above Average*”. Penelitian ini menunjukkan bahwa kombinasi metode *Design Thinking* dan UEQ efektif dalam meningkatkan kualitas pengalaman pengguna, serta memberikan rekomendasi yang dapat membantu BPOM dalam mengembangkan aplikasi BPOM Mobile agar lebih memuaskan dan fungsional bagi penggunanya.

**Kata Kunci:** BPOM Mobile, *Redesign*, *User Experience*, *User Interface*, *Design Thinking*, *User Experience Questionnaire*, *Prototype*

# **USER EXPERIENCE ANALYSIS AND USER INTERFACE REDESIGN OF BPOM MOBILE APPLICATION USING DESIGN THINKING METHOD**

## **ABSTRACT**

*BPOM Mobile application, developed by the Badan Pengawas Obat dan Makanan (BPOM), aims to help the public access product safety information through features such as 2D barcode scanning, product search, and problem reporting. However, based on reviews on the Google Play Store, many users complained about technical problems and unsatisfactory interface displays. This study aims to analyze the application's UX using the User Experience Questionnaire (UEQ) approach and improve the UI design with the Design Thinking method. The results of usability measurements on the running system application obtained bad or bad scores on six UEQ scales, namely attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty. After the UI design was improved, testing was carried out using Maze with a usability score of 90 or a very high level of usability. Furthermore, usability measurements were carried out again with UEQ on the application that had been improved. The results showed a significant increase with the attractiveness, efficiency, dependability, stimulation, and novelty scales having the category "Good" and the perspicuity scale having the category "Above Average". This study shows that the combination of Design Thinking and UEQ methods is effective in improving the quality of user experience, as well as providing recommendations that can help BPOM in developing the BPOM Mobile application to be more satisfying and functional for its users.*

**Keywords:** *BPOM Mobile, Redesign, User Experience, User Interface, Design Thinking, User Experience Questionnaire, Prototype*