EVALUASI *USABILITY* PADA APLIKASI *FLIP* MENGGUNAKAN METODE *USABILITY TESTING* DAN *HEURISTIC EVALUATION*

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ABSTRAK

Perkembangan teknologi keuangan digital telah mendorong peningkatan penggunaan aplikasi dompet digital seperti Flip. Namun, tingginya rating aplikasi tidak selalu mencerminkan pengalaman pengguna yang optimal, sebagaimana terlihat dari ulasan negatif dan keluhan pengguna. Penelitian ini bertujuan untuk mengevaluasi aspek usability aplikasi Flip, khususnya learnability, efficiency, dan satisfaction, serta memberikan rekomendasi perbaikan antarmuka pengguna (UI) berdasarkan hasil evaluasi. Metode penelitian yang digunakan adalah Usability Testing dengan teknik First Time *Success rate* untuk mengukur learnability, *Task* Efficiency Rate untuk mengukur efisiensi, dan Retrospective Think Aloud (RTA) untuk mengukur kepuasan pengguna. Partisipan penelitian terdiri dari lima pengguna baru Flip yang diminta menyelesaikan sembilan tugas terkait fitur utama aplikasi. Hasil pengujian dianalisis secara kuantitatif dan kualitatif, kemudian digunakan sebagai dasar untuk merancang high-fidelity prototype. Prototipe tersebut selanjutnya dievaluasi menggunakan Heuristic Evaluation oleh ahli UI/UX untuk memastikan kesesuaian dengan prinsip usability. Hasil penelitian menunjukkan bahwa aplikasi Flip memiliki tingkat learnability sebesar 89%, dengan beberapa tugas seperti pembelian pulsa dan transfer sesama Flip mencatat tingkat keberhasilan lebih rendah. Efisiensi pengguna dalam menyelesaikan tugas bervariasi, dengan rata-rata waktu penyelesaian 89 detik per tugas. Masalah utama yang diidentifikasi meliputi ketidakkonsistenan ikon, kurangnya panduan in-app tutorial, dan kesulitan navigasi. Berdasarkan temuan tersebut, dirancang prototipe perbaikan yang mencakup penyederhanaan alur tugas, penambahan fitur kustomisasi antarmuka, dan peningkatan konsistensi desain. Evaluasi menggunakan Heuristic Evaluation terhadap prototipe perbaikan menunjukkan pemenuhan prinsip usability yang lebih baik, seperti konsistensi, umpan balik, dan kontrol pengguna. Rekomendasi perbaikan diharapkan dapat meningkatkan pengalaman pengguna baru dalam menggunakan aplikasi Flip, sekaligus memberikan kontribusi bagi pengembangan aplikasi sejenis di masa depan.

Kata Kunci: Usability, Learnability, Efficiency, Satisfaction, Flip, Heuristic Evaluation.

USABILITY EVALUATION OF THE FLIP APPLICATION USING USABILITY TESTING AND HEURISTIC EVALUATION METHODS

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ABSTRACT

The development of digital financial technology has driven the increase in the use of digital wallet applications such as Flip. However, high application ratings do not always reflect optimal user experience, as seen from negative reviews and user complaints. This study aims to highlight the usability aspects of the Flip application, especially learning, efficiency, and satisfaction, and provide recommendations for improving the user interface (UI) based on the evaluation results. The research method used is Usability Testing with the First Time Success rate technique to measure learning ability, Task Efficiency Rate to measure efficiency, and Retrospective Think Aloud (RTA) to measure user satisfaction. The research participants consisted of five new Flip users who were asked to complete nine tasks related to the main features of the application. The test results were analyzed quantitatively and qualitatively, then used as a basis for designing a high-fidelity prototype. The prototype was then evaluated using Heuristic Evaluation by UI/UX experts to ensure compliance with usability principles. The results showed that the Flip application had a learning ability level of 89%, with several tasks such as purchasing credit and transferring between Flip users recording lower success rates. User efficiency in completing tasks varied, with an average completion time of 89 seconds per task. The main issues identified included icon inconsistencies, lack of in-app tutorial guidance, and navigation difficulties. Based on these findings, an improved prototype was designed that included streamlining task flows, adding interface customization features, and improving design consistency. A Heuristic Evaluation of the improved prototype revealed improved usability principles, such as consistency, feedback, and user control. The recommended improvements are expected to improve the experience of new users in using the Flip application, while also contributing to the development of similar applications in the future.

Keywords*:Usability, Learnability, Efficiency, Satisfaction, Flip, Heuristic Evaluation.*