

EVALUASI USER INTERFACE DESIGN MENGGUNAKAN METODE HEURISTIC EVALUATION (Studi Kasus: Pada Aplikasi Bank Pembangunan Daerah Bali Mobile)

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ABSTRAK

Perkembangan teknologi perbankan digital menuntut adanya aplikasi mobile yang tidak hanya menyediakan layanan fungsional, tetapi juga memiliki antarmuka pengguna (*User Interface*) yang mudah dipahami dan digunakan. Aplikasi BPD Bali Mobile masih mendapat banyak keluhan dari pengguna terkait tampilan antarmuka yang kaku, navigasi yang membingungkan, serta keterbatasan fitur bantuan. Penelitian ini bertujuan untuk mengevaluasi desain antarmuka aplikasi BPD Bali Mobile menggunakan metode *Heuristic Evaluation* serta memberikan rekomendasi perbaikan. Penelitian dilakukan dengan metode deskriptif melalui studi literatur dan evaluasi oleh dua orang evaluator ahli menggunakan sepuluh prinsip *heuristic Jacob Nielsen*. Hasil evaluasi menunjukkan terdapat pelanggaran pada beberapa aspek, khususnya *visibility of system status*, *consistency and standards*, serta *help and documentation*. Berdasarkan temuan tersebut, dilakukan perancangan prototype hasil redesain dengan perbaikan pada navigasi, konsistensi ikon, penyederhanaan tampilan, serta penambahan fitur bantuan. Hasil pengujian ulang menunjukkan bahwa redesain mampu meningkatkan keterpahaman pengguna, konsistensi desain, dan kemudahan navigasi. Penelitian ini menegaskan bahwa evaluasi usability melalui *Heuristic Evaluation* dapat menjadi acuan penting dalam pengembangan aplikasi mobile banking guna meningkatkan pengalaman dan kepuasan pengguna.

Kata-kata kunci: *Heuristic Evaluation, User Interface, Usability, Mobile Banking, BPD Bali Mobile*

EVALUATION OF USER INTERFACE DESIGN USING THE HEURISTIC EVALUATION METHOD

(Case Study: Bali Regional Development Bank Mobile Application)

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ABSTRACT

The development of digital banking technology requires mobile applications that not only provide functional services but also have a user interface that is easy to understand and use. The BPD Bali Mobile application still receives many complaints from users regarding its rigid interface, confusing navigation, and limited help features. This study aims to evaluate the interface design of the BPD Bali Mobile application using the Heuristic Evaluation method and provide recommendations for improvement. The study was conducted using a descriptive method through literature study and evaluation by two expert evaluators using Jacob Nielsen's ten heuristic principles. The evaluation results showed violations in several aspects, particularly visibility of system status, consistency and standards, and help and documentation. Based on these findings, a redesigned prototype was created with improvements in navigation, icon consistency, simplified display, and additional help features. Retesting showed that the redesign improved user comprehension, design consistency, and ease of navigation. This study confirms that usability evaluation through Heuristic Evaluation can be an important reference in the development of mobile banking applications to improve user experience and satisfaction.

Keywords: *Heuristic Evaluation, User Interface, Usability, Mobile Banking, BPD Bali Mobile*