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| IMK IDENTITAS KELOMPOK  1. DANY CHRISTIAN 2. MUHAMMAD YUSUF RIDLO 3. FEISAL DHARMA YUDA 4. INDIESCH ABIYYU PRI ZHEILA | | INTERAKSI MANUSIA KOMPUTERDr. RATNA WARDANI, S.Si., M.T. | | --- |  DESKRIPSI TUGASDESAIN INTERAKSI Melakukan desain antarmuka menjadi bagian yang penting dalam IMK. Dalam merancang, harus ada suatu aturan/prinsip yang jelas sehingga desainer dapat menginterprestasikan task yang didefinsikan kedalam antarmuka yang sesuai.  Namun dalam IMK, aturan-aturan tersebut dapat diinterpretasikan secara berbeda oleh desainer karena ada hal-hal lain diluar yang mempengaruhi suatu Task. Misalnya seorang desainer aplikasi mencoba memproduksi versi-versi untuk PC dan Mac. Lalu ciri-ciri itu diterapkan dalam suatu Sistem Operasi sehingga terdapat dua versi aplikasi yang berbeda.  Dalam tugas ini, mahasiswa secara berkelompok melakukan pengamatan dan analisis terhadap 2 aplikasi layanan public baik yang mobile maupun yang berbasis web berdasarkan aspek-aspek usability (baca buku dan slide yang diberikan) lalu membuat perbandingan antara keduanya (Misal layanan untuk kesehatan dengan layanan untuk listrik atau lainnya)  Hasil tugas ini akan dipresentasikan dalam workshop kelas pada pertemuan yang akan datang. PEMBAHASAN Dalam percobaan ini dibahas mengenai aspek usability dari dua e-commerce yaitu tiket.com dan Traveloka. Keduanya dipilih karena memiliki fungsionalitas yang hampir sama. Dalam kasus ini kami mencoba menganalisisnya pada bagian reservasi hotel.   1. **Time to learn**   Time to learn adalah kemampuan UI untuk dapat dipelajari secara cepat atau tidak oleh seorang user.  Dalam proses pengujian time to learn kami dipilih kegiatan pemesanan tiket dengan rincian task sebagai berikut.   1. Cari hotel (Search hotel dengan keyword ”Pelem kecut”) 2. Pilih hotel (hotel yang muncul dari hasil search) 3. Pilih kamar 4. Pesan kamar (tanpa konfirmasi lebih lanjut)   Terdapat lima orang yang dijadikan subjek test dengan rincian sebagai berikut:   1. Muhammad Yusuf Ridlo (Belum pernah pakai traveloka dan tiket.com) 2. Dany Christian (Sudah pernah pakai traveloka dan belum pernah pakai tiket.com) 3. Feisal Dharma yuda (belum pernah pakai Traveloka dan tiket.com) 4. Indiesch Abiyyu Pri Zheila (belum pernah pakai Traveloka dan tiket.com)   Testing dilakukan pada tanggal 4 Oktober 2022.  Berikut adalah hasilnya:  **Tiket.com**  Yusuf   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Tria 1 Time | Trial 2  Time | Trial 3  Time | Trial 4  Time | Trial 5  Time | | 1 | Checkout | 25,9 detik | 20,9 detik | 17,7 detik | 14,2 detik | 13,5 detik |   Dany   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Tria 1 Time | Trial 2  Time | Trial 3  Time | Trial 4  Time | Trial 5  Time | | 1 | Checkout | 263 detik | 79 detik | 67 detik | 63 detik | 64 detik |   Feisal   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Tria 1 Time | Trial 2  Time | Trial 3  Time | Trial 4  Time | Trial 5  Time | | 1 | Checkout | 55 detik | 46 detik | 44 detik | 47 detik | 46 detik |   Indiesch   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Tria 1 Time | Trial 2  Time | Trial 3  Time | Trial 4  Time | Trial 5  Time | | 1 | Checkout | 67 detik | 63 detik | 56 detik | 59 detik | 53 detik |   **Traveloka**  Yusuf   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Tria 1 Time | Trial 2  Time | Trial 3  Time | Trial 4  Time | Trial 5  Time | | 1 | Checkout | 27,3 detik | 18,2 detik | 15,0 detik | 12,9 detik | 11,8 detik |   Dany   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Tria 1 Time | Trial 2  Time | Trial 3  Time | Trial 4  Time | Trial 5  Time | | 1 | Checkout | 81 detik | 59 detik | 58 detik | 59 detik | 56 detik |   Feisal   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Tria 1 Time | Trial 2  Time | Trial 3  Time | Trial 4  Time | Trial 5  Time | | 1 | Checkout | 77 detik | 56 detik | 55 detik | 63 detik | 50 detik |   Indiesch   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Tria 1 Time | Trial 2  Time | Trial 3  Time | Trial 4  Time | Trial 5  Time | | 1 | Checkout | 71 detik | 58 detik | 55 detik | 57 detik | 58 detik |   **Pembahasan**  Data yang diperoleh menunjukan bahwa baik Traveloka ataupun Tiket.com memiliki learnability yang bagus serta efektif karena learning time dari tiap percobaan mengalami penurunan, sekalipun traveloka sempat mengalami sedikit peningkatan namun secara keseluruhan mengalami penurunan.  Terlihat pada percobaan pertama bahwa tiket.com memiliki rata-rata waktu akses yang lebih tinggi dibandingkan dengan traveloka. Walaupun begitu, pada percobaan kedua dan seterusnya, baik traveloka maupun tiket.com sudah memiliki rata-rata waktu akses yang hampir sama.  Sebagaian besar subjek tidak memiliki pengalaman menggunakan kedua aplikasi tersebut sebelumnya. Akan tetapi, dari hasil percobaan yang dilakukan, perbedaan learning time yang diperoleh masing-masing subjek tidak terlampau jauh. Selain itu, secara keseluruhan waktu akses juga mengalami penurunan. Ini menandakan bahwa kedua aplikasi memiliki learnability yang baik.   1. **Speed performance**   Speed peformance testing dilakukan menggunakan smartphone Realme 5 Pro dengan menggunakan jaringan seluler. Testing dilakukan pada hari selasa tanggal 4 Oktober 2022. Berikut adalah analisa speed performance.  tiket.com   |  |  |  | | --- | --- | --- | | No | Task | Time (detik) | | 1 | Buka profil | 0,4 | | 2 | Buka dashboard | 0,8 | | 3 | Buka hotel | 0,7 | | 4 | Cari hotel | 5,5 | | 5 | Pilih kamar (sampai pesan) | 4,2 | | Average Time | | 2,32 |   Traveloka   |  |  |  | | --- | --- | --- | | No | Task | Time (detik) | | 1 | Buka profil | 4,7 | | 2 | Buka dashboard | 0,4 | | 3 | Buka hotel | 2,9 | | 4 | Cari hotel | 5,4 | | 5 | Pilih kamar (sampai pesan) | 5,0 | | Average Time | | 3,68 |   **Pembahasan**  Dari percobaan yang dilakukan baik Traveloka maupun tiket.com memiliki speed of peformance yang baik, akan tetapi tiket.com lebih dominan dalam hal ini.   1. **Rate of errors**   Bagaimana tingkat error yang dapat terjadi ketika user menggunakan UI  Pada percobaan ini untuk searching barang keyword yang digunakan adalah “Sari Panguripan”  **tiket.com**  Yusuf   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Trial 1 | Trial 2 | Trial 3 | Trial 4 | Trial 5 | | 1 | Pesan Kamar | 0 | 0 | 0 | 0 | 0 | | 2 | Pencarian hotel | 0 | 0 | 0 | 0 | 0 | | 3 | Filter pencarian hotel | 0 | 0 | 0 | 0 | 0 | | 4 | Buka hotel | 0 | 0 | 0 | 0 | 0 |   Dany   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Trial 1 | Trial 2 | Trial 3 | Trial 4 | Trial 5 | | 1 | Buy Now | 0 | 0 | 0 | 0 | 0 | | 2 | Searching Product | 0 | 0 | 0 | 0 | 0 | | 3 | Menambahkan ke keranjang | 0 | 0 | 0 | 0 | 0 | | 4 | Melihat barang di proses | 0 | 0 | 0 | 0 | 0 |   Feisal   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Trial 1 | Trial 2 | Trial 3 | Trial 4 | Trial 5 | | 1 | Buy Now | 0 | 0 | 0 | 0 | 0 | | 2 | Searching Product | 0 | 0 | 0 | 0 | 0 | | 3 | Menambahkan ke keranjang | 0 | 0 | 0 | 0 | 0 | | 4 | Melihat barang di proses | 0 | 0 | 0 | 0 | 0 |   Indiesch   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Trial 1 | Trial 2 | Trial 3 | Trial 4 | Trial 5 | | 1 | Buy Now | 0 | 0 | 0 | 0 | 0 | | 2 | Searching Product | 0 | 0 | 0 | 0 | 0 | | 3 | Menambahkan ke keranjang | 0 | 0 | 0 | 0 | 0 | | 4 | Melihat barang di proses | 0 | 0 | 0 | 0 | 0 |   **Traveloka**  Yusuf   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Trial 1 | Trial 2 | Trial 3 | Trial 4 | Trial 5 | | 1 | Pesan kamar | 0 | 0 | 0 | 0 | 0 | | 2 | Pencarian hotel | 0 | 0 | 0 | 0 | 0 | | 3 | Filter pencarian hotel | 0 | 0 | 0 | 0 | 0 | | 4 | Buka hotel | 0 | 0 | 0 | 0 | 0 |   Dany   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Trial 1 | Trial 2 | Trial 3 | Trial 4 | Trial 5 | | 1 | Buy Now | 0 | 0 | 0 | 0 | 0 | | 2 | Searching Product | 0 | 0 | 0 | 0 | 0 | | 3 | Menambahkan ke keranjang | 0 | 0 | 0 | 0 | 0 | | 4 | Melihat barang di proses | 0 | 0 | 0 | 0 | 0 |   Feisal   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Trial 1 | Trial 2 | Trial 3 | Trial 4 | Trial 5 | | 1 | Buy Now | 0 | 0 | 0 | 0 | 0 | | 2 | Searching Product | 0 | 0 | 0 | 0 | 0 | | 3 | Menambahkan ke keranjang | 0 | 0 | 0 | 0 | 0 | | 4 | Melihat barang di proses | 0 | 0 | 0 | 0 | 0 |   Indiesch   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Task | Trial 1 | Trial 2 | Trial 3 | Trial 4 | Trial 5 | | 1 | Buy Now | 0 | 0 | 0 | 0 | 0 | | 2 | Searching Product | 0 | 0 | 0 | 0 | 0 | | 3 | Menambahkan ke keranjang | 0 | 0 | 0 | 0 | 0 | | 4 | Melihat barang di proses | 0 | 0 | 0 | 0 | 0 |   **Pembahasan**  Dari percobaan yang dilakukan, subjek justru tidak mendapatkan error saat menggunakan aplikasi. Ini menandakan bahwa semua error telah di analisa dengan baik dan sistem penanganan error telah mampu menjalankan tugasnya dengan baik pula. Ini membuat pengalaman pengguna menjadi lebih baik dengan tidak menemui error saat menggunakannya.   1. **Retention overtime**   Kemampuan UI untuk menyimpan cache sehingga dapat mempercepat dalam membuka UI yang sama untuk kedua kalinya.  Aplikasi dibuka pada hari rabu tanggal 4 Oktober 2022.  **tiket.com**   |  |  |  |  | | --- | --- | --- | --- | | No | Task | Time before cache (detik) | Time after cache  (detik) | | 1 | Buka hotel (produk random yang ada di homepage) | 2,1 | 1,5 | | 2 | Buka halaman profile | 0,5 | 0,3 | | 3 | Buka Dashboard (dari halaman profile kembali ke dashboard) | 1,1 | 1,0 | | 4 | Searching hotel  (sari panguripan) | 5,8 | 4,8 | | Average Time | | 1,938 | 1,900 |   **Traveloka**   |  |  |  |  | | --- | --- | --- | --- | | No | Task | Time before cache (detik) | Time after cache  (detik) | | 1 | Buka hotel (produk random yang ada di homepage) | 2,7 | 2,1 | | 2 | Buka halaman profile | 1,9 | 1,0 | | 3 | Buka Dashboard (dari halaman profile kembali ke dashboard) | 0,7 | 0,5 | | 4 | Searching hotel  (sari panguripan) | 4,6 | 4,2 | | Average Time | | 2.475 | 1,950 |   **Pembahasan**  Dari percobaan yang dilakukan, kedua aplikasi memiliki retention overtime yang baik. Hal ini dapat dibuktikan dengan semakin menurunnya waktu akses ke beberapa fitur aplikasi.   1. **User satisfaction and other perceptions**   User satisfaction atau subject satisfaction diukur menggunakan metode PSSUQ (Post-Study System Usability Questionnaire) yang terdiri dari 16 Pertanyaan. Post-Study System Usability Questionnaire (PSSUQ) adalah kuesioner dirancang untuk menilai kepuasan yang dirasakan pengguna terhadap sistem atau aplikasi komputer. Mulanya, PSSUQ adalah proyek internal IBM yang disebut dengan SUMS (System Usability MetricS) yang dikepalai Suzanne Henry. Sejumlah 18 butir pertanyaan menjadi versi pertama dari PSSUQ (Lewis, 1990). Dikarenakan ada satu dari lima karakteristik yang kurang tercakup oleh PSSUQ versi pertama, terlahir versi kedua PSSUQ yang mengandung 19 butir pertanyaan (Lewis, 1995). Setelah beberapa tahun penggunaan PSSUQ versi kedua, analisis butir menandakan bahwa tiga pertanyaan pada versi kedua memiliki reliabilitas yang relatif kecil bagi PSSUQ, sehingga muncul versi ketiga PSSUQ dengan 16 butir pertanyaan .  Pertanyaan pada PSSUQ adalah:   1. Overall, I am satisfied with how easy it is to use this system. 2. It was simple to use this system. 3. I was able to complete the tasks and scenarios quickly using this system. 4. I felt comfortable using this system. 5. It was easy to learn to use this system. 6. I believe I could become productive quickly using this system. 7. The system gave error messages that clearly told me how to fix problems. 8. Whenever I made a mistake using the system, I could recover easily and quickly. 9. The information (such as online help, on-screen messages, and other documentation) provided with this system was clear. 10. It was easy to find the information I needed. 11. The information was effective in helping me complete the tasks and scenarios. 12. The organization of information on the system screens was clear. 13. The interface of this system was pleasant. 14. I liked using the interface of this system. 15. This system has all the functions and capabilities I expect it to have. 16. Overall, I am satisfied with this system.   Penilaian PSSUQ antara 1 – 7 dimana semakin kecil nilai semakin bagus. System Usefulness (SYSUSE): rata-rata score pertanyaan 1-6, Information Quality (INFOQUAL): rata-rata score pertanyaan 7-12, Interface Quality (INTERQUAL): rata-rata score pertanyaan 13 to 16. Overall: rata-rata score pertanyaan s 1-16.  Hasil :  **tiket.com**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | No | Subjek | Overral PSSUQ | SYSUSE | INFOQUAL | INTERQUAL | | 1 | Yusuf | 2.25 | 2 | 2.5 | 2.25 | | 2 | Dany | 2.25 | 2.5 | 2 | 2.25 | | 3 | Feisal | 2.67 | 2 | 4 | 2 | | 4 | Indiesch | 1.72 | 2.33 | 1.33 | 1.5 | | Average | | 2.22 | 2.20 | 2.45 | 2 |   **Traveloka**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | No | Subjek | Overral PSSUQ | SYSUSE | INFOQUAL | INTERQUAL | | 1 | Yusuf | 2.55 | 2.83 | 2.33 | 2.5 | | 2 | Dany | 1.63 | 1.5 | 1.67 | 1.75 | | 3 | Feisal | 2.63 | 2 | 3.67 | 2.25 | | 4 | Indiesch | 1.94 | 1.67 | 1.67 | 3 | | Average | | 2,18 | 2 | 2,33 | 2,37 | |

**Pembahasan**

Dari data yang diperloleh menunjukan bahwa secara overral baik Tiket.com maupun Traveloka memiliki nilai PSSUQ yang baik karena memilikia rata-rata nilai dibawah 3. Hal ini menunjukan bahwa pengguna yang menjadi subject test merasa puas dengan sistem yang dimiliki Tiket.com dan Traveloka.

1. **Kesimpulan**

Dari analisa yang telah dilakukan dapat disimpulkan bahwa kedua aplikasi memiliki desain tampilan UI yang baik sehingga pengguna tidak terlalu kesulitan saat memakainya, bahkan pengguna baru pun akan cepat belajar dan mengerti tata cara pengguanaannya

Graphical user interface, application

Description automatically generatedGraphical user interface, application

Description automatically generated

Tiket.com Traveloka

Tiket.com dan Traveloka memiliki tampilan yang hampir sama. Namun jika dilihat sekilas, maka tampilan dari Tiket.com lebih sederhana. Fitur yang ada didalamnya pun hampir sama, namun traveloka memiliki fitur tambahan yaitu ‘simpan tanggal’. Keduanya memiliki tombol dengan warna yang sangat mencolok dan letaknya yang disesuaikan dengan letak dari ibu jari kanan pengguna saat menggunakan smartphone. Ini tentu akan membuat waktu pemesanan menjadi lebih singkat karena user tidak perlu menggeser jarinya lebih jauh hanya untuk menekan tombol.

Diluar dari hal tersebut, baik Amazon dan Tokopedia memiliki aspek usabillity yang baik, hal ini dibuktikan dengan hasil test learnability yang membuktikan Learning time menurun dalam setiap percobaan, rate of error yang bahkan tidak ada, retention over time juga berfungsi dengan baik. Serta memiliki skor PSSUQ rata-rata dibawah 3.