Pengembangan dan Redesain UI/UX Aplikasi SIAMO Palang Merah Indonesia Berbasis Mobile (*Development and redesign of ui/ux of mobile based Indonesia Red Cross SIAMO Applicattion*)

Nova Nur Anggraini
Study Program of Informatics Engineering
Major of Information Technology
Program Studi Teknik Informatika
Jurusan Teknologi Informasi

ABSTRACT

This study aims to redesign and improve the user interface (UI) and user experience (UX) of the SIAMO application owned by the Indonesian Red Cross (PMI) based on mobile. The SIAMO application functions as an administrative information system and operational management of PMI volunteers, especially in Nganjuk Regency. From the evaluation and feedback obtained from users, various problems were identified such as an unattractive appearance, confusing navigation, slow application speed, and minimal effective notification features. This study uses a Design Thinking approach consisting of five stages: Empathize, Define, Ideate, Prototype, and Testing. Data collection was carried out through observation, interviews, and distributing questionnaires given to 53 respondents who were PMI staff and volunteers. The results of the empathy and definition stages were used as the basis for designing design solutions at the ideate and prototype stages. The new design was then tested through usability testing and A/B testing. The results showed that the new design provided significant improvements in terms of convenience and efficiency of application use. Usability Testing produced a score of 90,6% which was categorized as very good, while A/B Testing showed that 79,63% of users considered the new design much better than the previous version. Therefore, the development and redesign of the UI/UX of the SIAMO application succeeded in improving the quality of user experience and supporting PMI volunteer activities more effectively.

Keywords: UI/UX, Re-design, Mobile Application, SIAMO, PMI.