

ANALYSIS OF THE USER EXPERIENCE OF A MOBILE APPLICATION SYSTEM

(A CASE STUDY OF XYZ)

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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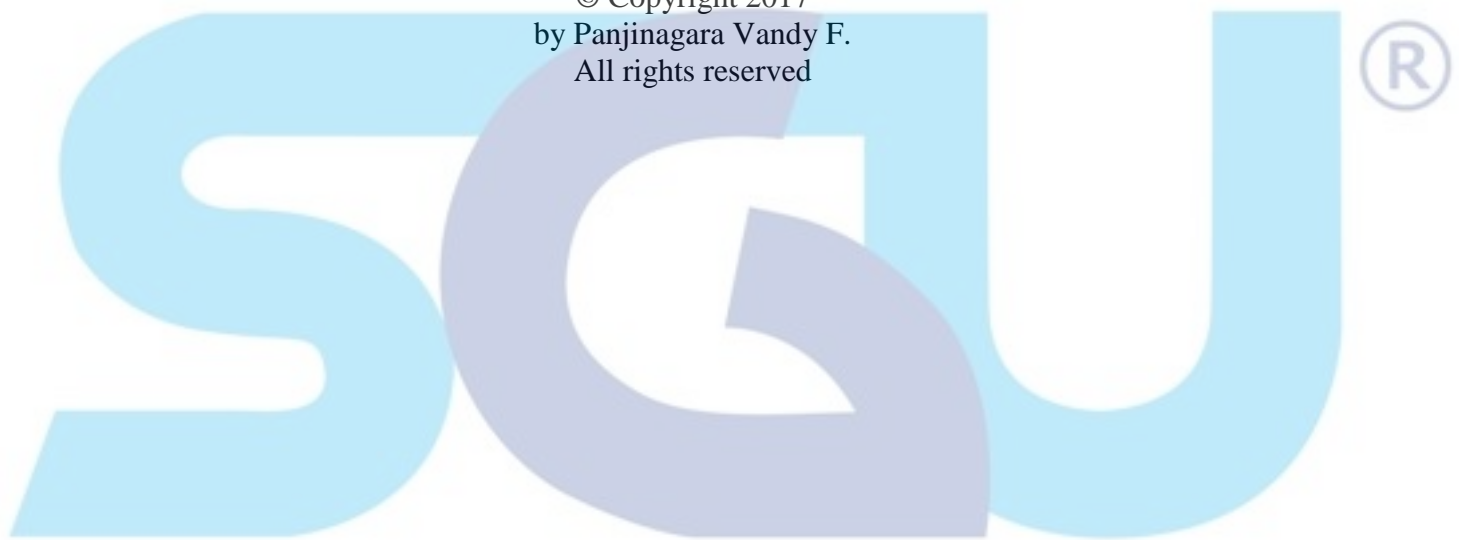
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Indonesia economy is growing including internet economy, and so is the smartphone usage. The popularity of company using application for work is getting bigger by the day yet there's no one checking if application run perfectly or not. A lot of new employee may not be familiar with the concept working using mobile application, yet they still use it because the company only give user platform to work with imperfect mobile application, that's why the company want to give them a better one. Therefore, a mobile application User Experience (UX) evaluation on mobile application before employee using is needed to make sure the weakness from old application can be remove for the new one. By using User Experience Questionnaire (UEQ), this research hopes to evaluate which aspect of mobile application is looked for by its user. Survey is conducted to 60 people to answer what experience they have on old application, new application and user expectation for application and compare them. The result shows that there's much improvement from old application to new application, and for expectation the new application shrink if compare to old application.

Keywords: User Experience, UX Evaluation, UEQ, Mobile application, Compare data

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DEDICATION

I dedicate this thesis work for my parents, my friends, and my advisor and co-advisor that always supporting me.



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