

## INTISARI

Berkecimpung dunia User Experience yang bertambah seiring dengan pengetahuan luas dalam setiap waktu. Sebagaimana, User Experience ada terdiri dari 4 macam, meliputi; UX Design, UX Writing, UX Researcher, dan UX Engineer. Salah satunya UX Design adalah pengembangan proses desain akan meningkatkan kepuasan antarmuka pengguna dalam interaksi tiga hal, yaitu USER, SYSTEM, dan DEVICE. Namun sedemikian, skills UX Design masih terbatas pada materi perkuliahan, dan juga kampus ternama di wilayah Yogyakarta. Selain itu, pada proses penelitian ini mengembangkan akan dibuat sistem transportasi, memperhatikan pola perilaku pengguna, pencarian jadwal dan/atau rute transportasi, serta up-to date *traffic monitoring* sebelumnya hanya diuji dan membutuhkan waktu lebih lama secara nyata.

Berdasarkan pengujian ini berbagai permasalahan faktor manusia seperti menunggu bis di halte saat melihat arloji, kadang bingung dengan rute transportasi bermasalah, dan beberapa hal lainnya. Sementara itu, ada beberapa bis di halte yang berlokasi di ring road barat, selatan, bahkan beberapa lokasi tersebut dikarenakan orang – orang yang jarang menaikkan bis halte, sedangkan orang – orang yang terpaksa menaikkan motor pribadi untuk melakukan aktivitas jam kerja di tempat.

Dari penelitian ini dapat mengusulkan pembuatan aplikasi sistem transportasi lain yang terhubung secara real-time menggunakan smartphone tanpa memerlukan bertanya kepada orang lain ataupun mencari informasi tentang tempat yang dituju juga berbagai pertanyaan di media sosial tersebut agar solusi yang lebih tepat. Dalam hal ini melakukan langkah – langkah yang ada pada UX Design, karya tulis ini dibantu dengan beberapa *tools* tersebut seperti sketching, prototype (*low-fidelity dan high fidelity*), dan persepi visual.

Kata Kunci : Sistem Moda Transportasi, UX Design, Prototyping, Sketching, Travel, Maps dan Navigation, Adobe XD.

## **ABSTRACT**

Engaging in the world of User Experience that grows with extensive knowledge at any time. As such, User Experience consists of 4 types, including; UX Design, UX Writing, UX Researcher, and UX Engineer. One of them UX Design is development of the design process would increase user interface so that satisfaction in the interaction of three things, namely USER, SYSTEM, and DEVICE. However, UX Design's skills are still limited to lecture material, and also to well-known campuses in the Yogyakarta area. In addition, the process of developing these research should create a transportation system, pay attention to user behavior patterns, search for schedules and / or transportation routes, as well as up-to-date traffic monitoring previously only be tested and require significantly longer time.

Based on this test various human factors problems such as waiting for a bus at the bus stop when viewing a watch, sometimes confused with the problem of transportation routes, and several other things. Meanwhile, there are several buses at bus stops located on the ring road west, south, and even some of these locations because people rarely take bus stops, while people were forced to ride private motorbikes to do work hours on site.

From this research can propose the production of other transportation system applications that were connected in real-time using a smartphone no needed to ask others or find information about the destination as well as various questions on social media so that a more appropriate solution. In this case taking the steps in UX Design, these paper is assisted with several tools such as sketching, prototype (low-fidelity and high fidelity), and visual perception.

**Keywords :** Apps Transportation Mode, UX Design, Prototyping, Sketching, Travel, Maps and Navigation, Adobe XD.