

ABSTRACT

Currently a mobile application with the implementation of a user interface and user experience is needed by every application developer, especially the HK Beauty Care beauty clinic. Complaints from the visual aspect and user experience that don't keep up with the times have become a new problem for the HK Beauty Care website. Therefore, aspects of the User Interface and User Experience in developing a mobile application have an important role with the aim that users feel comfortable in carrying out activities from the features provided. In this study, the golden ratio theory was applied to the user interface and user experience of the HK Beauty Care mobile apps with Design Thinking as the method used in designing this prototype. The research methodology used included the Empathize stage, Define stage, Ideate stage, Prototype stage and Testing stage where the Golden Ratio theory was applied to the research methodology. The final result is user testing using the User Experience Questionnaire (UEQ) for 24 respondents for the HK Beauty Care website and 19 respondents for mobile testing for HK Beauty Care which results in an increase of 6 UEQ scales namely Attractiveness, Clarity, Efficiency, Accuracy, Stimulation, and finally especially the Novelty scale which has an increase from UEQ on the HK Beauty Care website by -0.073 to 0.819. This scale is the only scale that has a negative impression at the beginning and was successfully evaluated in this study to become a positive impression.

Keyword :Golden Ratio, Design Thinking, User Interface, User Experience, User Experience Questionnaire

ABSTRAK

Saat ini aplikasi *mobile* dengan penerapan *user interface* dan *user experience* sangat dibutuhkan bagi setiap pengembang aplikasi khususnya klinik kecantikan HK *Beauty Care*. Keluhan dari aspek visual dan pengalaman pengguna yang kurang mengikuti perkembangan zaman menjadi permasalahan baru bagi *website* HK *Beauty Care*. Oleh sebab itu, aspek *User Interface* dan *User Experience* dalam pengembangan sebuah aplikasi *mobile* memiliki peran yang penting dengan tujuan agar *user* merasakan kenyamanan dalam melakukan aktivitas dari fitur yang disediakan. Pada penelitian ini, teori *golden ratio* diterapkan kedalam *user interface* dan *user experience mobile apps* HK *Beauty Care* dengan *Design Thinking* sebagai metode yang digunakan dalam perancangan *prototype* ini. Metodologi penelitian yang digunakan antara lain tahap *Empathize*, tahap *Define*, tahap *Ideate*, tahap *Prototype* dan tahap *Testing* dimana dilakukan penerapan teori *Golden Ratio* pada metodologi penelitian tersebut. Hasil akhir yaitu *user testing* menggunakan *User Experience Questionnaire* (UEQ) terhadap 24 responden untuk *website* HK *Beauty Care* dan 19 responden untuk *testing mobile* HK *Beauty Care* yang menghasilkan kenaikan dari 6 skala UEQ yaitu Daya Tarik, Kejelasan, Efisiensi, Ketepatan, Stimulasi, dan terakhir khususnya skala Kebaruan yang memiliki kenaikan dari UEQ *website* HK *Beauty Care* sebesar -0,073 menjadi 0,819. Skala tersebut merupakan satu-satunya skala yang memiliki impresi negative diawal dan berhasil dievaluasi pada penelitian ini menjadi impresi positif.

Kata Kunci : *Golden Ratio, Design Thinking, User Interface, User Experience, User Experience Questionnaire*

