

ABSTRAK

Platform KB ARA milik PT KB Valbury Sekuritas masih memperoleh rating rendah (2,7 dari skala 5) di Google Play Store, dengan keluhan pengguna terkait *usability*, navigasi, dan tampilan antarmuka. Penelitian ini bertujuan menganalisis kondisi *User Interface* (UI) dan *User Experience* (UX) platform KB ARA serta merancang ulang antarmukanya menggunakan pendekatan *Design thinking*. Penelitian menggunakan metode kualitatif dengan wawancara terhadap tiga pengguna KB ARA dan satu Sales/*Customer Service* PT KB Valbury Sekuritas Bandung. Data dianalisis menggunakan kerangka aspek *Usability Heuristics* Nielsen (1994) dan diolah melalui model interaktif Miles dan Huberman (1994), dilanjutkan penerapan lima tahapan *Design thinking*. Hasil penelitian menunjukkan kondisi UI/UX KB ARA masih bermasalah pada aspek *Visibility of System Status*, *Recognition Rather Than Recall*, *Aesthetic and Minimalist Design*, dan *Consistency and Standards*, konsisten dengan klasifikasi keluhan pada Google Play Store. Berdasarkan temuan tersebut, dirancang tiga perbaikan utama: penyederhanaan tampilan *Fast Trade*, penambahan indikator visual status transaksi, dan halaman Emiten Detail yang mengonsolidasikan informasi *order book*, broker, teknikal, dan laporan keuangan. Hasil pengujian prototype menunjukkan rancangan mampu menjawab permasalahan yang ditemukan, meski masih mengidentifikasi kebutuhan pengembangan lanjutan berupa fitur *amend order* dan penguatan visibilitas navigasi.

Kata kunci : *User Interface, User Experience, Design thinking, Usability Heuristics*, aplikasi sekuritas, Figma

ABSTRACT

The KB ARA platform owned by PT KB Valbury Sekuritas has received a low rating (2.7 out of 5) on the Google Play Store, with user complaints regarding usability, navigation, and interface design. This research analyzes the UI/UX condition of KB ARA and redesigns its interface using the Design thinking approach. A qualitative method was used, with interviews conducted with three KB ARA users and one Sales/Customer Service representative of PT KB Valbury Sekuritas Bandung. Data were analyzed using Nielsen's seven-aspect Usability Heuristics framework (1994) and processed through the Miles and Huberman (1994) interactive model, followed by the five stages of Design thinking. Results show that KB ARA's UI/UX still presents issues in Visibility of System Status, Recognition Rather Than Recall, Aesthetic and Minimalist Design, and Consistency and Standards, consistent with complaints on the Google Play Store. Three main improvements were designed: simplifying the Fast Trade display, adding visual transaction status indicators, and an Emiten Detail page consolidating order book, broker, technical, and financial information. Prototype testing shows the design successfully addresses the identified issues, while also revealing further development needs, namely an order amend feature and stronger navigation visibility.

Keyword : User Interface, User Experience, Design thinking, Usability Heuristics, securities application, figma