

Perancangan *User Experience* Aplikasi *Micro-Tourism* Kota Bandung Berbasis *Mobile* dengan Teknologi *Augmented Reality* Menggunakan Metode *User Centered Design*

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Abstract

Indonesia is known for its abundant natural and cultural wealth, making the tourism industry one of the largest contributors to foreign exchange since 2016. Bandung City, with its significant tourism sector, still has room for growth in the number of tourists. Micro-tourism, short-term local travel, can be a solution to boost tourism in Bandung. We can now get information about local tourism through social media that can be reached by the wider community. However, we often get inaccurate information or cannot find tourist information in the area. The use of Augmented Reality (AR) technology in mobile applications can overcome this problem by providing interactive and detailed experiences about tourist attractions. Previous research shows the potential of AR in improving the tourist experience, but it is lacking in evaluating user experience. This research aims to design a user experience using the User Centered Design (UCD) method that involves users from the beginning to the evaluation, to ensure user satisfaction. Evaluation of user experience using User Experience Questionnaire (UEQ) and usability with System Usability Scale (SUS) is done to get satisfactory results. The results of user experience evaluation testing using User Experience Questionnaire get a positive assessment with an average value of 6 aspects of assessment into the excellent category with a stable benchmark at the excellent interval. Then, the results of usability testing using the System Usability Scale (SUS) get an average score of 80. The results of this score indicate that the score is above the minimum average SUS score with a grade scale of B and the acceptability range is in the acceptable scale.

Keywords: Bandung, micro-tourism, augmented reality, user experience, User Centered Design, User Experience Questionnaire, System Usability Scale
