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Analyzing User Interface on Adx International Website Using Heuristic Method and System Usability Scale (SUS)

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Abstract

Adx International is one of the international shipping services that has collaborated with various marketplaces. Along with the development of technology, Adx International chose a website as a promotional material as well as a system for the transaction process. This research will discuss problems with the UI/UX design of the website by distributing questionnaires to users. After that, several problems were found such as problems with navigation design (search filters), colors that are not aligned, excessive use of icons and there is no guidebook for using the Adx International website. Therefore, further user interface analysis is required. To evaluate the sustainability of this platform, a combination of Heuristic and System Usability Scale (SUS) methods are used in this research because the two methods have different but complementary focuses. Heuristic provides perspectives from experts or experts, while SUS provides perspectives from users. This research uses 10 heuristic aspects and 10 SUS questionnaire questions. The result of this study is to provide recommendations for improvement from both perspectives and identify aspects that need to be improved. The SUS score in this study for the Adx International website is 55. In addition, the results of this study present recommendations for design improvements from various aspects, therefore it can be concluded that this research is successful.

Keywords: Adx International; Website; Heuristic Method; System Usability Scale, Delivery Service

1 Introduction

Package delivery services are logistics services that provide a means to transport and deliver goods or packages from one place to another. This service includes the process of picking up goods from the sender and delivering to the specified destination address. Package delivery services can handle different types of goods, including documents and packages of varying sizes, depending on the type of service provided. Package delivery companies, such as local couriers, freight forwarders, or international cargo service providers, play a role in facilitating this delivery process by ensuring the safety, speed, and reliability of shipping goods to customers. Along with the development of the times for package delivery not only between cities, regencies or provinces, now it can be done sending packages abroad.

Overseas shipping also involves different types of goods, from documents to large packages, and can involve different modes of transportation, such as air shipping, sea shipping, or land shipping, depending on the distance and urgency of the shipment (Zagoto et al., 2021). The difference in this process requires cooperation with international logistics service providers, shipping companies, airlines, and global courier companies. Overseas shipping service providers usually offer services that include picking up goods, processing export and import documents, choosing the appropriate mode of transportation, tracking shipments, and delivering goods to the destination address (Fanani et al., 2020). This service helps overcome the complexity of cross-border regulations and procedures applicable in each country, making it easier for customers to carry out international trade or shipping activities. With the globalization of

trade and the rise of cross-border e-commerce, overseas shipping services are becoming an important element in global supply chains (Hidayat et al., 2021).

One of the overseas shipping services is adx international. ADX International was established in 2014 in Jakarta, Indonesia, with a focus on providing international courier services. With the vision of providing superior service with competitive shipping rates. ADX International is committed to investing in the latest technology, using state-of-the-art communication equipment and highly automated systems to provide unparalleled service to our clients. Through scanning software and equipment, we are able to provide signatures and delivery times "real time" to our clients when requested. ADX International is a reliable overseas shipping service with competitive shipping rates.

The background of this research is laid on the increasingly complex landscape and the importance of the role of user interfaces (UI) in the package delivery service ecosystem (Rustina et al., 2022). With the rapid development of e-commerce and the globalization of trade, parcel delivery services have become the backbone of goods distribution, playing a crucial role in meeting the growing needs of consumers. The package delivery process involves a series of stages, from filling out the shipping form to tracking the package, and at each of these steps, the UI has a vital role. A well-designed interface can ensure smooth navigation, intuitive interaction, and a positive user experience (Bisnis et al., 2021).

However, on the other hand, issues in the UI, such as complicated forms or confusing navigation, can result in user errors, decreased customer satisfaction, and even impact the reputation of the service provider (Vika et al., 2019). Inefficiency in the user interface can also impact the operational efficiency of package delivery companies, so placing a focus on UI improvements is important (Antika et al., 2023). Therefore, this study aims to explore the key elements of UI on package delivery service websites through the application of heuristic methods and System Usability Scale (SUS) (Tri et al., 2023).

Problems in the user interface (UI) of the international Adx website are reinforced by a number of problems that arise based on the results of pre-research surveys (Budiarto et al., 2023). This survey was conducted by submitting a number of questions related to UI on the international Adx website to users. From the survey results, user opinions were interpreted on a Likert scale of 1-5, resulting in findings that most users experience uncertainty about the completeness of website navigation, including search filters and menu buttons. In addition, many users are hesitant about notifications after registration instructions and data filling when sending packages, the availability of information/suggestions when users experience errors, and the lack of basic guidelines when accessing the website. The use of icons that are still not aligned also causes problems on this website.

Therefore, an analysis of the website UI is needed to evaluate whether or not this site is sustainable, both from an expert perspective and from users. The results of this analysis are expected to provide recommendations for improvements needed by Adx International to maintain sustainability and improve website UI. In this study, the analysis will be carried out using two evaluation methods, namely the heuristic method that focuses on the assessment of experts.

The heuristic method, which refers to time-tested design principles, was chosen as the main evaluative tool (Priscilla et al., 2021.). This approach allows researchers to dig deeply into various aspects of the UI, including navigation, design consistency, and responsiveness. Meanwhile, the use of SUS provides a quantitative dimension related to user satisfaction and usability, which will provide a broader and measurable picture of UI effectiveness. This research is geared towards making a real contribution to our understanding of how UI can be improved in the context of parcel delivery services. By combining these two evaluative methods, it is hoped that the results of the study can provide concrete and measurable improvement recommendations for delivery service providers.

As for the previous research used as literature review material, research conducted by Kartika et al evaluated usability by utilizing the Heuristic Evaluation and WEBUSE methods, with the aim of evaluating the assessment of website usability, both on existing and under-development displays. Usability is considered good if users can use the system easily, feel happy, and satisfied. The Heuristic Evaluation method is used to identify problems that arise in the system and provide

recommendations for improvement by evaluators. Meanwhile, the WEBUSE method provides a level of usability based on the assessment given by respondents through questionnaires. In the old view, 48 problems were identified through the Heuristic Evaluation method, while the level of usefulness provided by evaluators and respondents through questionnaires was "Good" for all categories. In the new look, the evaluator found 42 problems, and the usability level was split between "Good" and "Excellent" (Kartika et al., 2020).

The next research was conducted by Limbong et al, this study aims to analyze the level of user satisfaction and comfort in the Siasat Mobile application. Evaluation is carried out on the user experience of the Siasat Mobile application using the Heuristic Evaluation (HE) method. HE is a measurement method that involves evaluating the user's experience and comfort level. The method covers ten aspects of assessment, including status visibility, conformity to daily life, user control, consistency, error handling, flexibility, and efficiency of use. This research produces a matrix of problems faced by users in using the Siasat Mobile application, which is then grouped into two categories based on the level of urgency, namely major and minor. In addition, recommendations for improving the appearance of the application are also prepared in accordance with the user experience guidelines. The evaluation process with the HE method can provide deep insight into specific aspects that affect user experience, so that the resulting improvement recommendations can be the basis for improving the quality and user comfort of the Siasat Mobile application. These improvements can be adjusted with user experience guidelines so that the appearance of the application can meet user expectations and needs (Limbong et al., 2021).

Further research was conducted by Made et al, conducting research on the use of System Usability Scale (SUS) and Heuristic Evaluation (HE) methods to form the basis for Mockup development. The recommended mockup focused on 10 priority problems identified through analysis, with a weight allocation of 25% coming from the results of the System Usability Scale (SUS) method and 75% from Heuristic Evaluation (HE). The findings from this study can serve as advice and reference for developers to improve the quality of the system interface on their websites (Made et al., 2021)

The next research was conducted by Natiara et al, aimed to assess user satisfaction with the user interface on peraturan.go.id website. Data was collected through questionnaires that were randomly distributed to 129 user respondents. Quantitative analysis involves validity tests, T and F hypothesis tests. Multiple linear regression analysis techniques are used to identify relationships between dependent variables and independent variables, with data processing using SPSS software. The results showed that usability (USA), Information Quality (IFQ), Service Interaction Quality (SIQ), and System Usability Scale (SUS) significantly affect user satisfaction (US) (Natiara et al., 2021).

Therefore, this research not only supports the development of a better UI, but also has the potential to improve the overall quality of package delivery services, having a positive impact on customers and Eid service providers. The combination of heuristic methods and SUS is expected to provide a comprehensive and balanced perspective from both parties, experts and users. Thus, the assessment results can provide recommendations for improvements that are more in-depth and relevant for the development of the Adx International website UI.

2 Research Methodology

In carrying out a study, the success of the investigation depends on the clarity of the process flow taken. A well-defined process flow becomes the foundation that guides research so that the goals and directions to be achieved can be better understood. At this stage, we will describe in detail the steps that will be passed in this study, as illustrated in Figure 1.

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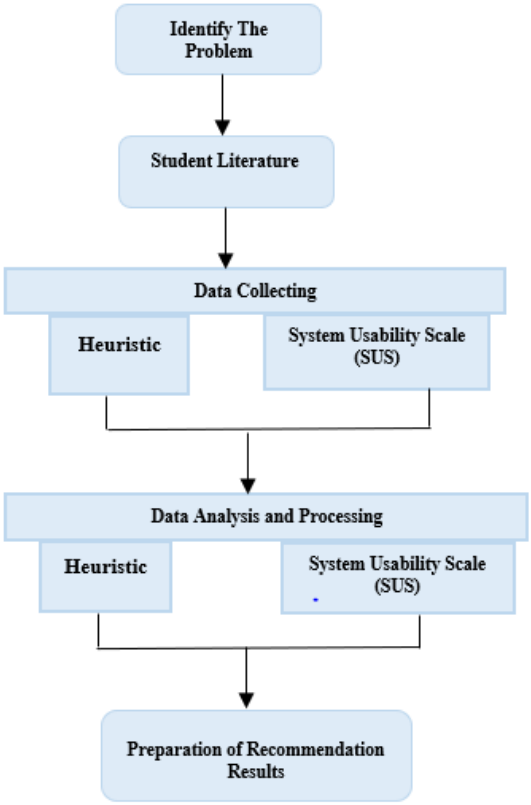

Figure 1. Research Flow

2.1 Identify the Problem

In the first step, researchers will recognize the problems that arise, namely the absence of analysis of user interfaces on the Adx International website owned by international expedition companies. In addition, this problem is supported by the results of a pre-research survey that shows the dissatisfaction of most users with various aspects of user interfaces on the website. Identification of issues is important in helping researchers, professionals, or practitioners to determine the direction and scope of their work. By understanding the problem in depth, the next steps, such as goal formulation, research strategy, or project planning, can be carried out more effectively and purposefully.

2.2 Student literature

Literature study is the process of searching and obtaining information from various literature sources relevant to a particular research topic or study. The purpose of literature study is to understand existing conceptual frameworks, identify vulnerabilities or gaps in existing knowledge, and gather information necessary to support and structure the theoretical basis of research (Kesuma, 2020). The steps in literature study involve searching, selecting, reading, and synthesizing information from various sources such as books, scientific journals, articles, and other literature sources relevant to the field of study or research topic. Literature studies help researchers to get a comprehensive picture of previous research, methods used, findings obtained, and the latest developments and trends in the field. Results from a literature study can help researchers to formulate conceptual frameworks, detail research methodologies, identify gaps in the literature that can be filled by new research, and support the development of research questions or hypotheses. The study of literature is an important step in the planning stage of research and helps improve the quality and relevance of the research to be carried out. In this study, researchers will look for literature references related to previous studies, especially in terms of evaluation methods such as Heuristics and System Usability Scale (SUS), as well as topics around user interfaces. Sources of information are obtained from journals, books, and other sources. This stage of literature study is expected to provide a solid theoretical foundation to support the design and implementation of research.

2.3 Data Collection

At the data collection stage, this process will be divided into two parts according to the method used. In the Heuristic method, researchers will determine a number of evaluators who are experts or experts in their fields, with an ideal number of between 3 to 5 people. The evaluators will be selected based on predetermined criteria, and subsequently, questionnaires will be prepared based on 10 aspects of heuristics. On the other hand, in the SUS method, the targeted respondents are the public or users of the Adx International website. The selection of respondents is carried out by taking into account predetermined characteristics or profiles. To determine the number of respondents, researchers will use the Slovin Formula, which is a formula to calculate the minimum number of samples if the behavior of a population is unknown. Based on these calculations, the number of respondents was 50 people. Furthermore, the data collection process will involve questionnaires that have been prepared

and distributed to respondents according to the method applied. Before that, researchers compiled a questionnaire list based on ten questions on the System Usability Scale (SUS) through Google Form for user participation according to the structure developed by John Brooke (1986) (Prabowo et al., 2021), as set out in Table 1.

Table 1. Question System Usability Scale

No.	Question
1.	I think I will use this system again.
2.	I find the system complicated to use.
3.	I find the system easy to use.
4.	I need help from others or the latest in using this system.
5.	I feel that the features of this system work properly.
6.	I feel there are many inconsistencies in the system.
7.	I feel others will understand how to use this system quickly.
8.	I feel the system is confusing
9.	I feel that there is no obstacle in using this system
10.	I need to get used to it before using this stem.

Then, distribute questionnaires to users of the Adx International website, which will later be filled out by users by referring to the Likert scale 1-5, where the interpretation of numbers 1 is Strongly Disagree (STS), 2 is Disagree (TS), 3 is Undecided (RG), 4 is Agree (S), and 5 is Strongly Agree (SS) (Maryati et al., 2022).

2.4 Data Analysis and Processing

In the process of data analysis and processing, there are several stages that will be divided into two according to the method used. In the heuristic method, after the questionnaire filling process is complete, the next step is to calculate the assessment results that have been carried out by experts. The value of the heuristic evaluation will be obtained by applying equation (1):

$$\sum \text{Hx} = 0 * x + 1 * x + 3 * x + 4 * x \quad (1)$$

Information,

$\sum$Hx = Number of rating scores of sub-aspects of the heuristic in each aspect of the heuristic (H1, H2, . . , H10)

x = usability points, worth 1/0

Then to generate the severity rating value of each aspect of the heuristic using equation (2):

$$sv = \sum \text{Hx} \quad (2)$$

Explanation,

Sv = results in severity ratings in one heuristic aspect.

n = the number of heuristic sub-aspects in each heuristic aspect.

After that, the results of the assessment will be calculated with the help of applications such as Microsoft Excel or SPSS. The calculation results will be averaged and then the severity will be categorized according to the Severity Rating (Dasmen et al., 2021). For the System Usability Scale (SUS) method, after the respondents complete the questionnaire, the next step is to calculate the Likert scale obtained by following some established rules and guidelines. The next process involves testing validity and reliability to assess the accuracy and accuracy of measurements on the instruments used. It also involves testing the degree of consistency or stability of the instrument at intervals using the Cronbach Alpha formula. Furthermore, the final score results from SUS will be interpreted following criteria such as Acceptable, Grade, Adjective, Percentile range, and Promoters and Detractors (NPS) (Kesuma, 2021). Pada tahap akhir, data akan diinterpretasikan dan dikaitkan dengan lima komponen usability, yakni learnability, efficiency, memorability, errors, dan satisfaction. Learnability, efficiency, and memorability are related to questions number 1, 3, 5, 7, and 9, while errors are related to questions 2, 4, 6, 8, and 10.

2.5 Preparation of Recommendation Results

In the final phase, researchers will compile recommendations and suggestions for improvement obtained from the final score results of the evaluator assessment (experts / experts) using the heuristic method and from users through the SUS questionnaire method. These recommendations and suggestions will be implemented on the Adx International website to

address the identified issues. Next, a comparison between the assessment before and after the implementation of improvement suggestions to the system will be carried out. It is expected that this change can lead to a significant increase in the System Usability Scale (SUS) score.

3 Result and Dicussion

3.1 Result Questionnaire Heuristik

Derived from 10 Heuristic Aspects, questions that have been adapted according to case studies on the Adx International website have been generated. The evaluation was carried out by 4 experts using a severity rating scale against 10 heuristic aspects. The evaluation results are obtained through calculations using equations in the heuristic method, as seen in Table 2.

Table 2. Heuristic Method

Aspects Heuristik	**Average Severity *Rating***	**Scale Rounding Value 0-4**
H_1	1,65	2
H_2	1,75	2
H_3	1,31	1
H_4	1,71	2
H_5	1,46	1
H_6	1,67	2
H_7	1,45	1
H_8	1,74	2
H_9	1,53	2
H_{10}	1,73	2
Mean Severity *Rating*	1,6	1,7 (2)

As a result, the average Severity Rating of the ten heuristic aspects was 1.7, which after being rounded up to a scale of two. This falls into the category of "Small Usability Issues," indicating the potential for difficulties for users in carrying out activities on the system. Repairs are needed with a low priority level. Table 3 shows the results of evaluation using heuristic methods based on research on the Adx International website that has been conducted.

Table 3. Result Evaluation heuristic method

Code	**Aspects Heuristik**	**Evaluation Results**	**Category and Description**
H_1	Visibility of system status	Scale 2	Small Usability Issues
H_2	Match between system and the real world	Scale 2	Small Usability Issues
H_3	User control and freedom	Scale 1	Cosmetic Problem
H_4	Consistency and standards	Scale 2	Small Usability Issues
H_5	Error prevention	Scale 1	Cosmetic Problem
H_6	Recognition rather than recall	Scale 2	Small Usability Issues
H_7	Flexibility and efficiency of use	Scale 1	Cosmetic Problem
H_8	Aesthetic and minimalist design	Scale 2	Small Usability Issues
H_9	Help users recognize, diagnose, and recover from errors	Scale 2	Small Usability Issues
H_{10}	Help and documentation	Scale 2	Small Usability Issues

Keterangan:
- **Small Usability Issues**: Potential users face difficulties while using the system. Repairs are needed with a low priority level.
- **Cosmetic Problem**: Problems that have minimal impact on users. Repair is not so urgent, especially if time is limited.

Based on Table 3, it can be concluded that some heuristic aspects do not require improvement, such as Aspects H3, H5, H7, which are expressed in Table 3 as Cosmetic Problems with a scale of 1. In contrast, some aspects of heuristics require improvement, such as H1, H2, H4, H6, H8, H9, H10, as shown in Table 3. Although improvements are needed, the priority is low because the evaluation score only reaches a scale of 2 (Small Usability Issues), indicating the potential difficulty for users in performing activities on the system. Based on these results, here are some recommendations related to Heuristic Aspects that need to be improved, sorted by highest value to lowest before rounding.

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One that must be immediately corrected by the Adx International website is the use of upperand lower case letters on the website, fonting, harmony between one color and another. In addition, additional features are required such as receiving validation messages after successfully sending packets.

3.2 Result Questionnaire System Usability Scale (SUS)

A total of 50 respondents have filled out the questionnaire then the data is calculated automatically using the excel application. For more details can be seen in table 4.

Table 4. Calculating SUS

Respond	Score Calculated Results		Respond Sum	Score Calculated Results	
	Sum	Value			
R1	18	45	R26	30	752
R2	22	55	R27	25	62,5
R3	30	75	R28	27	67,5
R4	30	75	R29	24	60
R5	23	57,5	R30	26	65
R6	19	47,5	R31	30	75
R7	19	47,5	R32	20	50
R8	20	50	R33	21	52,5
R9	21	52,5	R34	26	65
R10	24	60	R35	27	67,5
R11	23	57,5	R36	21	52.5
R12	20	50	R37	22	55
R13	18	45	R38	16	40
R14	20	50	R39	10	25
R15	22	55	R40	17	42,5
R16	23	57,5	R41	24	60
R17	17	42,5	R42	16	40
R18	20	50	R43	22	55
R19	28	70	R44	22	55
R20	19	47,5	R45	27	67.5
R21	23	57,5	R46	20	50
R22	22	55	R47	22	55
R23	21	52,5	R48	21	52,5
R24	16	40	R49	29	72,5
R25	22	55	R50	18	45
Average System Usability Scale (SUS) Score					
55					

The next step, after the data is processed as described above, results are obtained in the form of the final SUS score in accordance with the calculation method contained in the SUS guidelines. The final result of the calculation is an SUS Score of 55. Based on the System Usability Scale questionnaire which has been confirmed for its validity and reliability through the questionnaire distribution process then contained in figure 2 is an interpretation of the results.

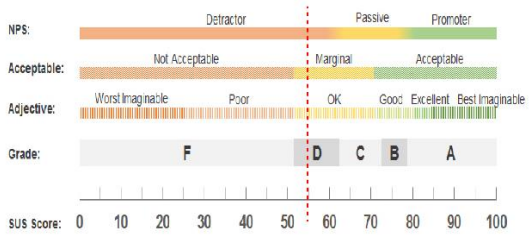

Figure 2. SUS Website Adx International Score

With a final score of 55, it can be interpreted that the usability level of the Adx International website gets a grade of "D" for Grade, is in the range of "15-34" for Percentile, "OK" for Adjective which shows good usability. Acceptable indicates a sufficient level of acceptance by users, while in NPS there is a category "DETRACTOR" which indicates that users have the potential to give a negative response and can reduce the number of users. Although there is a possibility of users becoming promoters, on the Adx International website, NPS results show the potential for users to become detractors because they are adjacent to the Passive category which is a user who gives a neutral response. It can be concluded that the Adx International website is still not effective, efficient, and satisfactory for users. Therefore, the improvement recommendations given in the heuristic method above are expected to be implemented to improve the System Usability Scale (SUS) score from the Adx International website.

3.3 How SUS Score Relates to 5 Components of Nielsen Contain Usability

3.3.1 Learnability, Efficiency, Memorability

Learnability, Efficiency, and Memorability are three key aspects of user experience that are often identified in user interface (UI) design and user experience (UX) design. These three concepts reflect how users interact with a product or service effectively and enjoyably. For more details will be explained as follows:

a. I think I will use this international adx website again

From the results of the first question, as many as 58% of respondents chose the Agree option over other options, indicating that the Adx International website is easy to use and can be learned quickly. This makes users feel interested in reusing the site, especially in the context of learnability.

b. I find the international adx website again easy to use

On the third question, 65% of respondents chose the Agree option, indicating that most users did not experience significant difficulties in using the Adx International website. It is related to learnability and efficiency.

c. I feel that the features of this international adx website again work properly

From the results of the fifth question, as many as 65% of respondents chose the Agree option, indicating that the features on the Adx International website function well, provide convenience of use, and increase efficiency.

d. I feel others will understand how to use this international adx website again quickly

On the seventh question, 57% of respondents chose the Hesitate option, indicating that not everyone can understand the use of a system or website without clear instructions or procedures. It is related to learnability, efficiency, and memorability. Although the features work well, some users may need time to adapt to how to use the Adx International website, especially since the use is not limited to students and lecturers, but also involves the general public.

e. I feel that there is no obstacle in using this system

From the results of the ninth question, 54% of respondents chose the Agree option, indicating that most users feel comfortable and do not experience obstacles in using the Kampiun Adx International website. This is due to the rarity of system errors, which indicate a high level of efficiency in the functioning of the website.

3.3.2 Erros

Furthermore, the aspect of SUS is the "Errors" dimension. However, it should be noted that in the SUS form, the dimension is called "Ease of Use," and not specifically "Errors." Each question on SUS relates to the user's experience of errors or confusion during system use, the question is as follows:

a. I consider that the Adx International website is difficult to use

In question 2, 53% of respondents chose Disagree compared to other options, indicating that the Adx International website is easy to use and has a low error rate.

b. I don't need help from anyone else or technicians to use this Adx International website

In question 4, 64% of respondents chose Disagree over other options, indicating that most users can learn how to use the Adx International website independently without the help of others. Even so, some users may still need help, especially since this website is not only used by students or lecturers, but also by the general public who may be less familiar with technology.

c. I feel that there are many menus/features that are inconsistent on this Adx International website

In question 6, as many as 66% of respondents chose Ragu over other options, indicating that the Adx International website still has some inconsistencies. However, the question is general, so it cannot be specifically identified whether the inconsistency in question includes writing, color, icons, or font style. This is related to errors because it can cause misunderstandings when users access the website page.

d. I feel that this Adx International website is not confusing

In question 8, as many as 53% of respondents chose Disagree over other options, indicating that many users feel that the Adx International website has clear features and functions, is not confusing, and provides free materials / courses to the general public. Therefore, it is also

concerned with reducing errors through the clarity of information provided by this website.

e. I need to adapt first before using this Adx International website

In question 10, 50% of respondents chose Strongly Agree over other options, indicating that many users feel the need to adapt first when using the Adx International website. This is also related to the confusion that respondents may feel, as expressed in the 8th question "I feel others will understand how to use this Adx International website quickly," because clarity of information can help reduce error rates and minimize user confusion.

3.3.3 Satisfaction

Satisfaction in the context of user experience refers to the level of satisfaction or freedom from dissatisfaction felt by users with a product, service, or system. In user experience (UX) design and usability evaluation, user satisfaction is often considered an important indicator for assessing the quality and success of a product or service. There are several important points related to the concept of user satisfaction as follows:

a. I think I will use this system again

The use of Adx International website feels complex to me. In the results of the first question, as many as 58% of respondents chose the Agree option over other options, indicating that the Adx International website provides convenience and convenience for users. This reflects user satisfaction with their experience using the site. I have no problems using the Adx International website.

b. I feel that there is no obstacle in using this system

From the results of the ninth question, 54% of respondents chose the Agree option compared to other options, indicating that most users feel comfortable and do not experience obstacles in using the Adx International website. This is due to the rare occurrence of errors from the system, which is the main reason for user satisfaction in using the Adx International website.

4 Conclusion

In the first method, the heuristic, the Severity Rating (SR) calculation results show that Aspects H3, H5, H7 have a Scale of 1 after rounding, and are in the Cosmetic problem category. This means that these aspects may not require improvement unless there is additional time. Meanwhile, the SR calculations on Aspects H1, H2, H4, H6, H8, H9, H10 resulted in a Scale of 2 after rounding, and fall into the Small Usability Issues category. This indicates that there is a need for improvement, although with a low priority, because it is feared that users will experience problems when using the system. Therefore, some recommendations have been made related to improvement matters for the seven heuristic aspects that have a scale value of 2. Recommendations include the clarity of information on the website, the feedback process, the use of images, the selection of colors, the use of good grammar, consistency in writing, and so on. In the second method, the System Usability Scale (SUS), the results show that most users have a fairly good ability in terms of learnability, efficiency, memorability, and can handle errors well. The final SUS score was 55, which can be interpreted as an "OK" usability level based on the Adjective, indicating fairly good usability. However, in the Acceptable category, the score falls into the category of "MARGINAL," meaning moderately acceptable but potentially a "DETRACTOR," as well as below average.

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