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# UI/UX Redesign of the 'GOBIS' Public Transportation Application in Surabaya Using the Design Thinking Method

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## ABSTRACT

GOBIS is a public transportation application launched by the Surabaya City Government in 2018. In its use, various problems were still found, as evidenced by a pre-evaluation using the System Usability Scale (SUS) of 20 respondents showing a score of 45,152, below average and in the very poor category. This research aims to redesign the application using the design thinking method to improve usability. As a result, the new UI/UX through usability testing using a maze and produced a score of 93/100 and a SUS score of 82 in the good category. With the results shown, this study has created a design that is more in line with user needs and user friendly, with an increase in the SUS score of 36.848.



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## 1. INTRODUCTION

Rapid technological developments encourage the use of information systems to meet human needs, especially in facilitating access to various things[1]. In the field of public transportation, the implementation of a digital system based on mobile applications makes it easy for users to access information related to routes, schedules, stops, and payments. This system also supports the efficiency of business processes between service providers and passengers[2]. The use of applications not only emphasizes function, but also comfort and convenience for users. Therefore, the design of the interface (UI) needs to be improved. However, building an effective UI also requires attention to the user experience (UX), which is influenced by the quality of information and the level of usability of the system[3]. Tri Risma Harini, when she was the Mayor of Surabaya, launched the GOBIS application in 2018 to support the Suroboyo Bus service[4]. GOBIS is a mobile application from the Surabaya City Government that provides public transportation information such as Suroboyo Bus, Wira-Wiri, and Trans Semanggi, with an internet connection. However, there were still user complaints regarding the appearance of the features, so a pre-evaluation was carried out using the System Usability Scale (SUS) and a score of 45.152 was obtained, which is included in the very bad category[5].

Previous research conducted by [5] entitled "UI/UX Redesign of the BKKBN Website Design of South Sumatra Province Using the Design Thinking Method". The results of the application user interface design after the redesign obtained a System Usability Scale (SUS) value of 81.5, which is a very good criterion compared to before the redesign, which was 65, which was included in the poor criteria. Research conducted by[6] entitled "UI/UX Design of Japanese Language Learning Applications in High Schools Using the Design Thinking Method". This research produced a High Fidelity Prototype of a Japanese language learning media product, then after testing, a positive response was obtained because the design thinking method can understand the problems and needs in Japanese language learning activities and the problems faced by users during the Japanese language learning process. Another study using the design thinking method was conducted by[7] entitled "Analysis and Redesign of UI & UX Design on the iPusnas Application with the Application of Gamification Elements". This study produced a score of 75 for the maze prototype test, which is quite easy to use, then there was an increase in the SUS value from 70.8% to 71.3%, this score criterion is good.

Based on the problems and previous research, this research was conducted with the title "Redesigning the UI/UX of the Surabaya City Public Transportation Application 'GOBIS' Using Design Thinking". The design thinking method was chosen because, according to Bradley Pallister, it is able to encourage innovative ideas[8], and focus on user needs and problems to produce relevant solutions[8], [9]. The stages include understanding the problem, collecting and analyzing data, creating ideas, making prototypes, and evaluating through user feedback. The results of the study were in the form of prototypes that were retested to respondents to assess the success of the redesign[10]. This redesign is recommended for the Public Transportation Management UPTD as

an effort to improve the comfort and ease of use of the GOBIS application, as well as attract the interest of the Surabaya community in using public transportation.

## 2. RESEARCH METHODS

### 2.1 Research Flow

This research follows the flow as shown in Figure 1, focusing on redesigning the UI/UX of the GOBIS application using the design thinking method. This method includes five main stages, namely empathize, define, ideate, prototype, and testing.

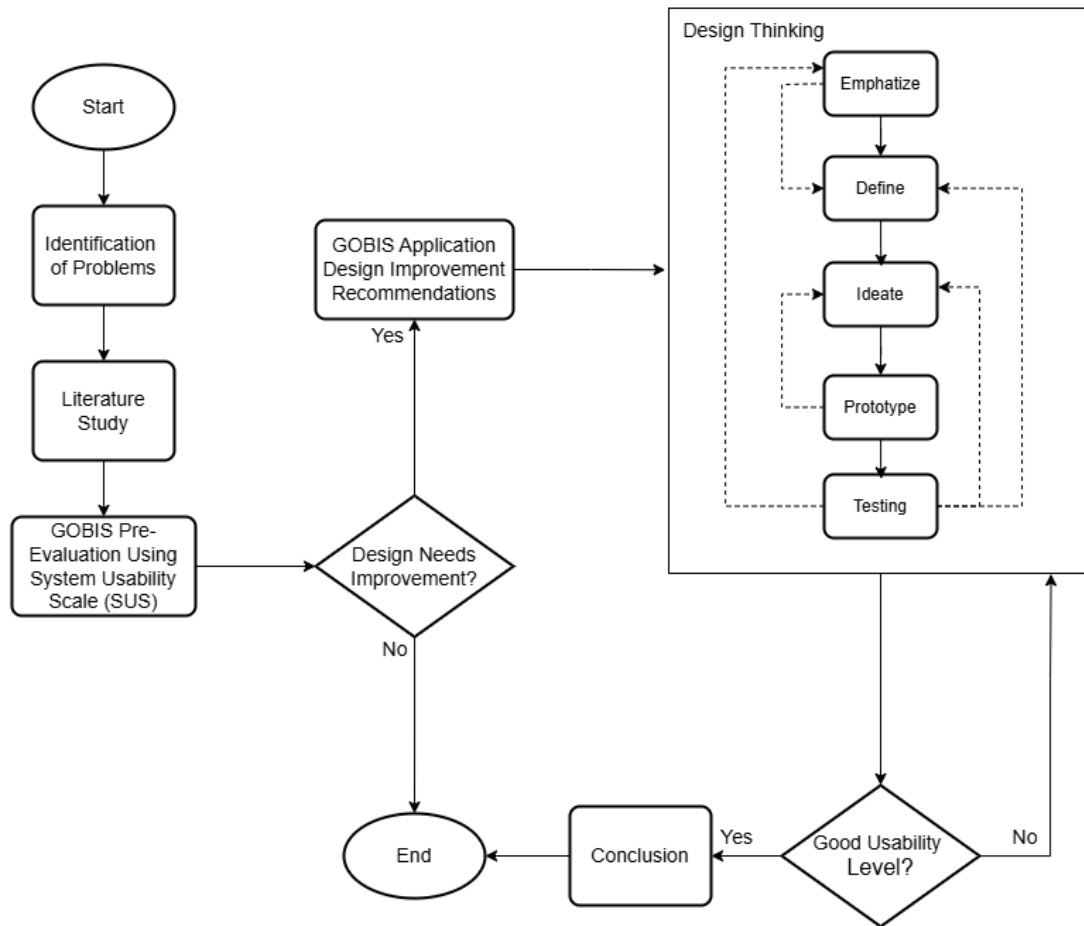


Figure 1. Research Flow

### 2.2 Literature Study

The literature study in this study serves as a theoretical basis by collecting various information from reliable sources such as scientific articles, journals, books, and other relevant references. The aim is to enrich the understanding of the UI/UX redesign process of the GOBIS application with a design thinking approach. In addition, this study also supports the selection of evaluation methods used in the study, namely the System Usability Scale (SUS) to measure the level of usability, Usability Testing through the Maze.co platform.

### 2.3 Pre-Evaluation

The next stage in this study is pre-evaluation, which aims to assess whether the current GOBIS application design has met the level of user satisfaction or still needs improvement. This initial evaluation was carried out by distributing a questionnaire containing 10 simple statements using a Likert scale of 1–5[11], as shown in Table 1. A score of 1 indicates “strongly disagree” and a score of 5 indicates “strongly agree”. Odd-numbered statements are positive, while even-numbered statements are negative[12]. After the data was collected and calculated, the SUS score for the GOBIS application was obtained at 45.152, far below the average threshold of 68. This value is in the very poor category[13], so it is necessary to redesign the GOBIS application interface to improve the quality and user satisfaction.

Table 1. System Usability Scale (SUS) Statement

| Code | System Usability Scale Question                                    |
|------|--|
| P1   | I think I will use this system again                               |
| P2   | I found the system complicated to use                              |
| P3   | I found the system easy to use                                     |
| P4   | I needed help from another person or technician to use the system  |
| P5   | I felt the features of the system worked as they should            |
| P6   | I felt there were many inconsistencies in the system               |
| P7   | I felt other people would figure out how to use the system quickly |
| P8   | I found the system confusing                                       |
| P9   | I felt there were no barriers to using the system                  |
| P10  | I need to get used to it first before using the system             |

2.4 Design Thinking

The design thinking method is an innovative approach that aims to create positive change by producing the right solutions to problems found. This method is used to understand the needs and challenges faced by users. The stages of this method include exploration, understanding, and creating solutions that adapt to user needs and technological developments, as well as existing business strategies[14].

2.4.1 Empathize

The initial stage of design thinking involves observing the application to understand user needs. This includes interviews with five GOBIS users. The goal is to explore user personas, emotions, and needs by asking what users say, think, do, and feel. Insights from these interviews are used to create an empathy map, which guides the design process. Key features of the GOBIS app include route information, top-up, integrated maps, bottle exchange points, FAQ, and trip history. All feature designs are based on the empathy map findings.

2.4.2 Define

The define stage is to study and define in detail the results obtained in the previous stage, namely empathizing with the pain points in the GOBIS application by compiling a problem statement using the 4W's technique and compiling a user persona

A. Problem Statement

The preparation of problem statements using the 4W's technique includes the following questions, as in Table 2.

Table 2. The 4W's Technique

|       |   |
|-------|---|
| Who   | Who is experiencing problems with the GOBIS application?            |
| What  | What problems do users face when using the GOBIS application?       |
| Where | Where are the problems that occur in the GOBIS application?         |
| Why   | Why is it necessary to redesign the UI/UX of the GOBIS application? |

B. User Persona

User persona compilation based on the results of interviews with GOBIS application users. This interview produces information such as user background, goals, needs, behavior, and problems. User persona serves as a representation of users to help understand their needs more deeply, so that UI/UX design can be adjusted to those needs.

2.4.3 Ideate

The ideate stage is a stage for developing ideas and solutions using the How Might We method so that it produces questions that trigger the emergence of solutions and the creation of information architecture related to features according to solutions to existing problems. The results of this stage will be applied as an application design for reference in the next stage, namely the prototype. The How Might We method can generate various questions to find out how the system works optimally in dealing with problems experienced by users, so that brainstorming of ideas and solutions to the problems that have been mentioned occurs.

2.4.4 Prototype

The prototype stage is a stage to produce a design that has been done in the previous stage, namely the ideate stage. This prototype process is in the form of a design result that is made exactly the same as the real GOBIS application using the figma application.

2.4.5 Testing

The testing stage is a stage for conducting tests related to the application design that has been designed as a prototype after redesigning the UI/UX to determine the level of ease of design and suitability to user needs.

This test uses a usability pre-evaluation, namely the System Usability Scale (SUS) questionnaire involving 20 respondents. In addition, the post-evaluation in this study uses usability testing.

Usability testing will use the Maze.co tool as an online testing medium and measure the accuracy of the tested design with the usability tester feature it has and the Maze Usability Score will be calculated automatically[15]. This test involves 5 respondents who are the same as in the interview in the empathize stage. Respondents will work on scenarios in the GOBIS application. Table 3 contains scenarios that will be worked on by respondents in the usability testing.

Table 3. Usability Testing Scenarios

| Code | Scenario                 |
|------|--------------------------|
| T01  | Sign up                  |
| T02  | Login                    |
| T03  | Route search             |
| T04  | Search for nearest stops |
| T05  | Top up                   |
| T06  | Problem reporting        |
| T07  | Driver review            |

### 3. RESULTS AND DISCUSSION

#### 3.1 Research Results

##### 3.1.1 Pre-evaluation

Pre-evaluation was carried out using the System Usability Scale (SUS) questionnaire. This questionnaire involved 20 respondents who included GOBIS application users. Respondents were asked to answer 10 easy questions in the questionnaire according to their experience and usefulness when using the GOBIS application. The following are the results of the pre-evaluation using the System Usability Scale (SUS) questionnaire and obtained the average System Usability Scale (SUS) questionnaire score of 45.152, which indicates that the score is below the average SUS score of 68 and is included in the very poor category, so it is necessary to redesign the UI/UX of the GOBIS application.

##### 3.1.2 Design Thinking

###### A. Empathize

The initial stage of the design thinking method begins with observation to understand user needs. The main activities include interviews with five GOBIS app users. The interview results are then used to create an empathy map consisting of four aspects: Says, Thinks, Does, and Feels. Figure 4.1 presents the empathy map developed based on user responses aligned with these four aspects.



Figure 2. Empathy Map GOBIS User

**B. Define**

In the define stage, a problem statement was formulated using the 4W’s technique (Who, What, Where, Why) to systematically identify the core issue. A user persona was also created to represent user characteristics and needs. Table 4 outlines the main problem: users experience confusion regarding bus stops and routes when using the GOBIS app. The app does not fully support public transport users, as they still rely on social media or Google Maps for route information, and must exit the app to report issues due to the absence of an integrated call center.

Table 4. The 4W’s Technique

|   |  |
|---|--|
| Who is experiencing problems with the GOBIS application?            | The users facing issues with the GOBIS app are public transport users of services.   |
| What problems do users face when using the GOBIS application?       | GOBIS users struggle with bus stop and route info, must use social media or Google Maps, lack an in-app call center for reports, and can't track point expiration. |
| Where are the problems that occur in the GOBIS application?         | GOBIS app issues include confusing routes and stops, difficult navigation, and ineffective problem reporting.  |
| Why is it necessary to redesign the UI/UX of the GOBIS application? | The GOBIS UI/UX redesign improves ease of access to transport info, payments, and reporting for users.   |

Figure 3 shows two user personas: a final-year student needing clearer routes, bus schedules, and a simpler interface, and a Surabaya transport staff aiming to improve route display and add features like search, driver reviews, and direct reporting.

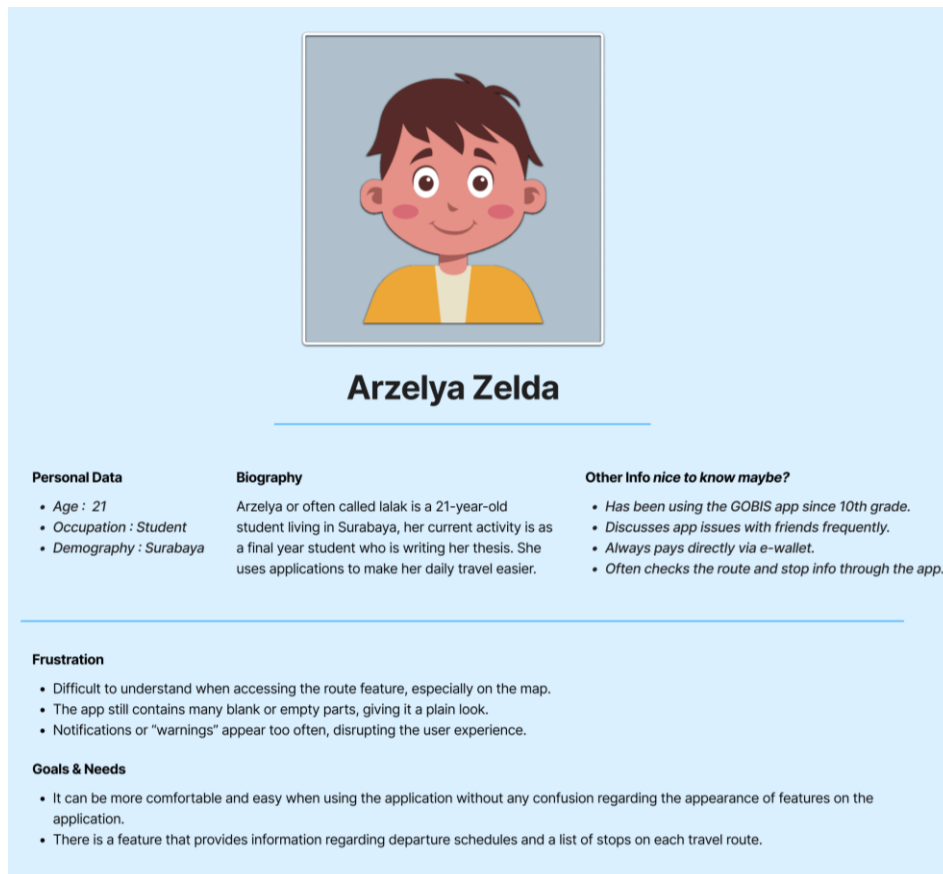


Figure 3. User Persona

**C. Ideate**

The ideate stage generates solutions based on user needs and problems defined earlier. Using the How Might We method, questions guide the creation of ideas, resulting in an information architecture blueprint and system functions that shape feature layout. This method helps understand how to optimize the system to address user issues, sparking brainstorming as shown in Table 5.

Table 5. Solutions

- Design a simple, consistent interface with intuitive and familiar icons for easy navigation.
- Provide detailed bus departure and arrival schedules at each stop.
- Add a route search feature where users enter start and destination points to view routes and nearby stops.
- Include a driver review feature for users to rate performance after trips.
- Enable live chat and call features for direct issue reporting.
- Offer an FAQ section with common questions and key app information.

D. Prototype

The prototype stage involves designing the app interface based on the ideation results. In this phase, the GOBIS app design was created using Figma.

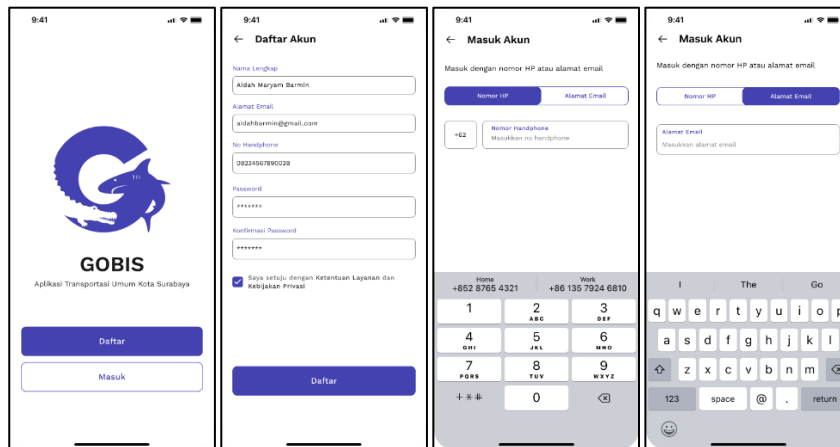


Figure 4. Mockup of Account Sign Up and Login

Figures 4 display the sign up and login mockups. Before accessing these screens, users see a welcome page with the GOBIS logo, app name, and two buttons: "Sign Up" for new users and "Log In" for existing ones. The signup screen includes a form for name, email, phone number, and password, followed by a confirmation popup. After account creation, users are directed to the login screen, where they can toggle between phone number or email. Once logged in, they are taken to the homepage.

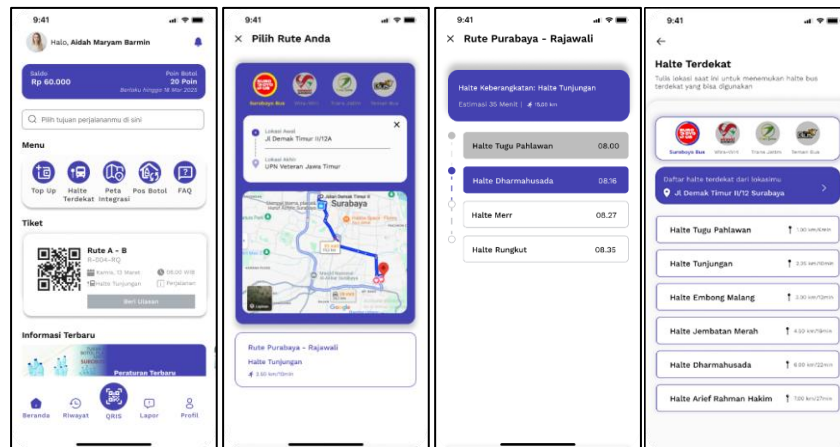


Figure 5. Mockup of Homepage, Route, Schedule and Nearest Bus Stops

After login, users are taken to the homepage as shown in figure 5 which displays balance, points, a trip search bar, and five main features: top-up, nearby stops, integration map, bottle points, and FAQ. Users can view ticket details such as date, time, and destination stop. By using the search bar, users can enter starting and destination points to find suitable routes along with estimated schedules. The nearby stops feature shows available transport modes and lists the closest stops based on the user's location, including stop names, distances, and estimated travel times.

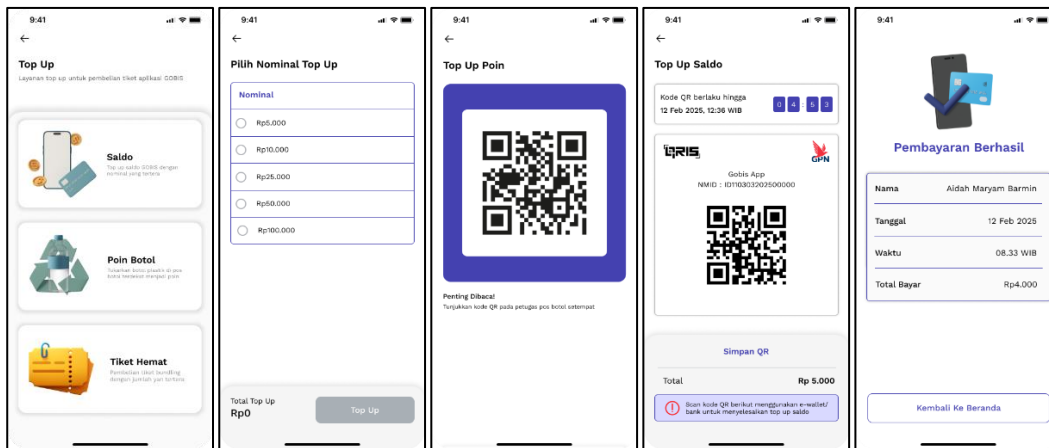


Figure 6. Mockup of Top Up

Figures 6 show the Top Up feature. After tapping the Top Up icon, users are directed to a page with three options: balance, points, and discount ticket top-up. Selecting the balance card opens a page with nominal options; once an amount is chosen and the Top Up button is pressed, a QRIS code appears for payment. After successful payment, a confirmation page displays details like name, time, date, and total paid. The discount ticket card follows a similar flow. For the points card, a QR code appears to be scanned by the bottle station officer, followed by a success page.

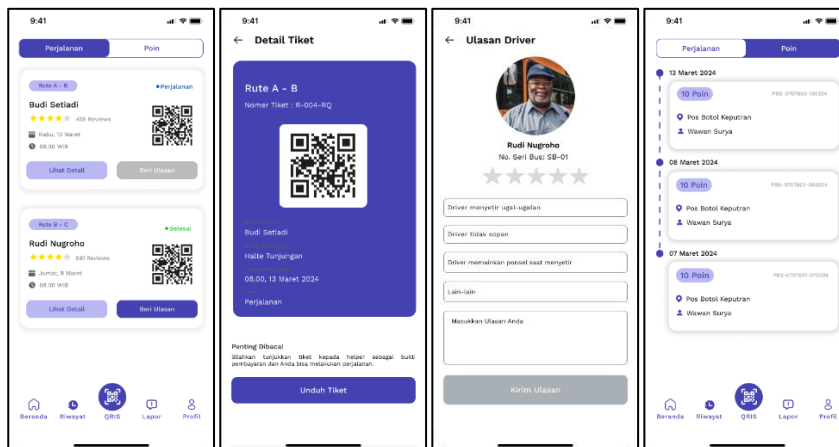


Figure 7. Mockup of Travel History, Ticket Details, Points History, and Driver Review

When users tap the history tab in the navbar, they access a page with toggles for trips and points as shown in figure 7. The trips toggle shows ticket cards with details, a button for ticket info, and a review option. Clicking ticket details opens a page with ticket info and a download button. The review button directs users to a driver review page where they can rate the driver, select issues, or write additional feedback. After submitting, a confirmation popup appears with a checkmark and close button. The points toggle displays a history of point redemptions with detailed cards.

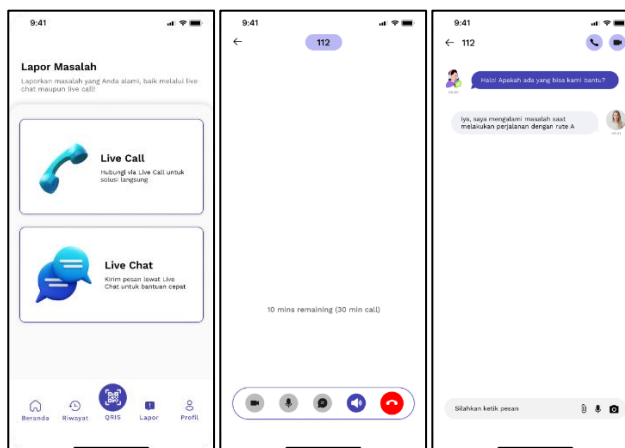


Figure 8. Mockup of Problem Report

Figure 8 shows the report issue feature with two options: live call and live chat. The live call connects users directly without leaving the app for urgent cases. The live chat allows users to send messages and request voice calls for immediate customer service feedback.

E. Testing

After completing the wireframe and prototype, testing is conducted to determine whether the design achieves a high level of usability.

Table 6. Average Scenario Performance of Post-Evaluation Usability Testing

| Code          | Average Time | Error Rate | Direct | Indirect | Unfinished | Usability Score |
|---------------|--------------|------------|--------|----------|------------|-----------------|
| T01           | 9.3s         | 8,3%       | 4      | 2        | 0          | 89              |
| T02           | 8.9s         | 10%        | 6      | 0        | 0          | 97              |
| T03           | 45.1s        | 34,4%      | 6      | 0        | 0          | 87              |
| T04           | 6.4s         | 0%         | 6      | 0        | 0          | 100             |
| T05           | 69.5s        | 7,7%       | 6      | 0        | 0          | 100             |
| T06           | 44.9s        | 0%         | 6      | 0        | 0          | 95              |
| T07           | 17.5s        | 58,5%      | 5      | 1        | 0          | 80              |
| Average Score |              |            |        |          |            | 93              |

Table 6 presents the average scenario performance, including completion time, error rate, number of respondents in each status category, and the usability score per scenario. The results show a score of 93 out of 100, indicating a high level of usability.

Table 7. Results of Calculating Respondents' Answers Post-evaluation SUS

| Respondent | R1 | R2 | R3 | R4 | R5 | P06 | P07 | P08 | P09 | P10 | Amount x 2,5 |
|------------|----|----|----|----|----|-----|-----|-----|-----|-----|--------------|
| R01        | 4  | 5  | 5  | 1  | 4  | 1   | 4   | 1   | 5   | 1   | 72,5         |
| R02        | 5  | 2  | 5  | 2  | 5  | 2   | 5   | 2   | 5   | 2   | 87,5         |
| R03        | 4  | 2  | 2  | 1  | 5  | 2   | 5   | 2   | 4   | 4   | 77,5         |
| R04        | 4  | 2  | 4  | 1  | 3  | 3   | 4   | 2   | 4   | 1   | 75           |
| R05        | 5  | 1  | 5  | 1  | 5  | 1   | 5   | 1   | 5   | 1   | 97,5         |
| Average    |    |    |    |    |    |     |     |     |     |     | 82           |

Table 7 shows the results of calculating respondents' answers after redesigning the design. Then the results were calculated and obtained a SUS score for the GOBIS application of 82, this value exceeds the average of 68. This value is included in the good category, so that the redesign of the GOBIS application interface has improved the quality and user satisfaction as well as acceptance of the GOBIS application interface.

3.2 Article Quality

3.2.1 Comparison with Other Research Results

The following is a research gap detailed based on differences with other research.

A. **Revolutionizing Sustainable Public Transportation: the Go-Bus Mobile App Journey with Design Thinking**[16]

This research uses the Design Thinking method as in the research to be conducted. However, the research was conducted in Banyumas Regency, not Surabaya. Apart from that, the evaluation used was the Single Ease Question (SEQ), while this research used the System Usability Scale (SUS) as the pre-evaluation method.

B. **Implementation of Re-design of the Jakarta MRT Mobile Application Using the User Centered Design Method**[17]

This research focuses on redesigning the Jakarta MRT application using the User Centered Design (UCD) method and using A/B Testing for evaluation. The difference lies in the approach method used and the research location, because this research used Design Thinking and was conducted in Surabaya, not Jakarta.

C. **UI/UX Design in Public Transportation Mobile Applications Using the Design Sprint Method**[18]

This research uses Design Sprint as an approach method, different from this research which uses Design Thinking. Even though they both use the System Usability Scale (SUS) as an evaluation method, the research location was carried out in Jakarta, while this research focuses on Surabaya.

D. **UI/UX Design of Mobile-Based Public Transportation Applications Using the User Centered Design Method**[19]

This research uses the User Centered Design (UCD) method and evaluation with the System Usability Scale (SUS). The main difference lies in the design approach used and the research area, because this research applies Design Thinking and was conducted in Surabaya.

E. **Trans Metro Bandung Bus Application Media Design**[20]



This research was conducted in Bandung and used the Human Centered Design method, with a focus on conveying transportation information. The approach method and geographical scope are different from this research, which used Design Thinking and was conducted in Surabaya. The evaluation in this study is also more structured through SUS measurements, whereas in previous studies there was no mention of the specific evaluation method used.

#### 4. CONCLUSION

Based on the research results, testing with Maze.co produces a usability score of 93/100 and testing using a usability scale system in the form of a questionnaire produces a score of 82 which is in the good category and exceeds the average score. Thus, it can be concluded that the level of usability has increased and the UI/UX redesign of the GOBIS application using the design thought method has achieved a good usability score and meets user needs. The research carried out still has shortcomings that need to be corrected and developed in making applications. This research carried out testing using the System Usability Scale (SUS) method for pre-evaluation which contains a questionnaire of 10 short questions so that for further research tests can be carried out using different methods such as UEQ or SEQ to obtain more in-depth observation results with more questions. These general developments include adding relevant transportation features, improving accessibility features (off mode, language options, dark/light themes), and a reward system for user loyalty. The plan is also to expand the design to other platforms such as mobile web, smartwatches and smart displays at bus stops to display routes and estimated arrivals in real time.

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