

HALODOC APPLICATION USABILITY: A COMBINED SUS AND SEQ

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Abstract

This research evaluates the usability of the Halodoc application for new users through an Interaction Design-based study. Quantitative methods, specifically the System Usability Scale (SUS) and the Single Ease Question (SEQ), were employed, supplemented by qualitative observation and interviews to diagnose User Interface (UI) and User Experience (UX) problems. Quantitative results revealed significant usability issues, demonstrated by an average SEQ score of **3.2** on a 1-7 scale. The average SUS score was **52.0**, which categorizes the platform as **"Poor"** and in the **"Marginal"** zone of acceptability, indicating users likely face discomfort and difficulty. These findings were reinforced by qualitative data, which pointed to design constraints such as a cluttered interface, confusing menus/icons, and critical functionality problems with the nearest location feature. The study concludes that user interaction with the Halodoc platform is currently **unsatisfactory** and requires substantial improvements, particularly in interface design, to resolve identified usability violations and achieve a satisfactory user experience.

Keywords: Usability, System Usability Scale (SUS), Single Ease Question (SEQ), Interaction Design, Halodoc.

INTRODUCTION

In today's digital age, advances in information technology, especially platforms or applications focused on health services, have progressed and even become an important part of everyday life. According to Amelia (2024) this development has led to the creation of digital applications and platforms for remote healthcare services, known as telemedicine. Telemedicine is a technology that enables patients to receive healthcare services and consult with doctors virtually, without distance or time constraints, avoiding the need to come to a hospital or clinic.

Several healthcare platforms have gained popularity since the pandemic hit. According to the World Health Organization (WHO), there has been a downward trend in patient visits to doctors, especially since and after the pandemic (Marietha, 2024). This highlights how people's search for healthcare services has begun to change, with more and more people turning to digital health solutions such as telemedicine and health platforms, and reducing access to traditional medical services. The Top Brand Award 2023 has released a list of healthcare apps with doctor consultation features that are favored by the Indonesian public.