

Applying the UX Honeycomb Model to Evaluate User Satisfaction in the Maxim Application

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Abstract: This study evaluates the user experience of the Maxim application using Peter Morville's UX Honeycomb approach, encompassing seven dimensions: usability, desirability, findability, accessibility, credibility, value, and usefulness. A descriptive quantitative method was employed, with data collected through questionnaires from active users of the Maxim application. Data analysis was conducted using descriptive statistics. The results indicate a positive evaluation, particularly in usability (access speed, average score of 3.87). However, the payment process and overall comfort received lower scores, suggesting the need for improvement. These findings indicate that the Maxim application is generally effective, but improvements to specific features could enhance user satisfaction.

1. INTRODUCTION

The advancement of information technology in Indonesia has significantly impacted various sectors, including transportation [1]. Online transportation applications such as Gojek, Grab, InDriver, and Maxim have transformed societal mobility patterns by offering practical and efficient solutions [2]. Maxim, a platform originating from Russia, provides transportation, delivery, and food ordering services at competitive prices [3]. However, user reviews on platforms such as the Google Play Store indicate complaints regarding system performance and service quality, which may affect user satisfaction [4]. User experience (UX) is a critical factor in the success of digital platforms. An effective system must balance functionality, accessibility, and user satisfaction [5]. The UX Honeycomb model, introduced by Peter Morville in 2004, provides a framework for evaluating user experience through seven dimensions: useful, usable, desirable, findable, accessible, credible, and valuable [6]. This study aims to evaluate the user experience of the Maxim application using the UX Honeycomb model, identifying strengths and areas for improvement to enhance user satisfaction. The novelty of this research lies in the

application of the UX Honeycomb model to online transportation applications in Indonesia, where similar studies remain limited. Unlike previous research that focused on general satisfaction [7], this study provides an in-depth analysis of user experience based on UX dimensions, offering practical insights for developers. Additionally, this research highlights specific aspects, such as the frequently criticized payment process, which have not been extensively explored in the context of the Maxim application in Indonesia.

2. METHODOLOGY

The development of information technology has revolutionized transportation services, enabling improved connectivity and accessibility [8]. Online transportation platforms have become integral to urban mobility, fulfilling the need for efficient transportation [9]. Maxim, as a competitor in the Indonesian market, offers a mobile-based platform for transportation, delivery, and food ordering services [10]. The UX Honeycomb model evaluates digital products based on seven dimensions: useful, usable, desirable, findable, accessible, credible, valuable [11]. Previous research has underscored the importance of user experience (UX) in online transportation applications. Trust and perceived risk influence the adoption of online services [12]. However, the application of the UX Honeycomb model to evaluate specific platforms such as Maxim in Indonesia remains limited [13]. This study addresses this gap by comprehensively analyzing user experience based on the seven UX dimensions.

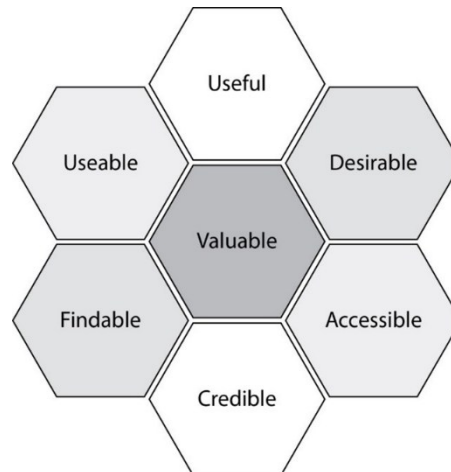


Fig 1. Flowchart UX Honeycomb

2.1 Research Type

This study employs a descriptive quantitative approach to evaluate the user experience of the Maxim application. Data were collected through a questionnaire based on the UX Honeycomb.

The systematic process of conducting a UX research study using a descriptive quantitative approach. It begins with identifying the research type, followed by defining the research object,

the application under evaluation. The next step involves designing a UX questionnaire based on the UX Honeycomb dimensions, which is then distributed to users. After collecting responses, the data are analyzed using descriptive statistics, such as mean and standard deviation. Finally, the results are interpreted to assess the overall user experience of the application. This structured flow ensures a clear and methodical evaluation of UX dimensions.

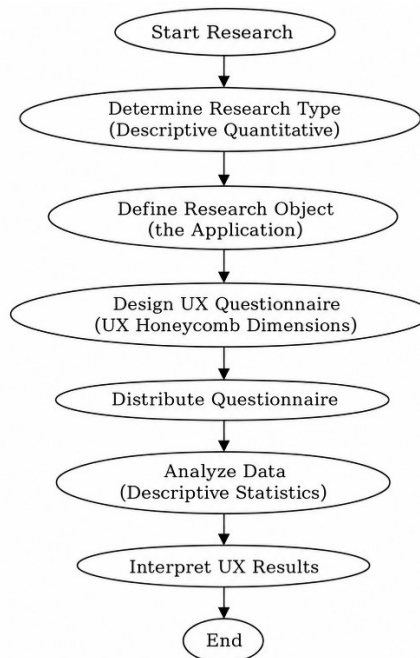


Fig 2. Flowchart of UX Research

2.2 Research Object

The research object is the Maxim application, a mobile-based digital platform providing transportation, delivery, and food ordering services. The application is available on the Google Play Store and App Store and is used by the general public in Indonesia. The population consists of active users of the Maxim application in Indonesia who have used the application at least once using purposive sampling [14], 31 respondents were selected based on the following criteria, having used the Maxim application at least once in the past month, and completing the questionnaire in full.

2.3 Research Instruments and Data Analysis

The questionnaire was designed using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), comprising ten questions aligned with the dimensions of the UX Honeycomb [15], [16]. The questionnaire was distributed online via Google Forms, with anonymous responses. The data were analyzed using descriptive statistics, calculating the following:

1. Minimum value (min): The lowest score provided by respondents.

$$\min = \min(x_1, x_2, \dots, x_n) \quad (1)$$

2. Maximum value (max): The highest score provided by respondents.

$$\max = \max(x_1, x_2, \dots, x_n) \quad (2)$$

3. Mean (μ): where x_i represents the respondent's score and n is the number of respondents.

$$\mu = \frac{1}{n} \sum_{i=1}^n x_i \quad (3)$$

3. RESULTS AND DISCUSSION

3.1 Descriptive Statistics

The results of the descriptive statistical analysis from 31 respondents are presented in Table 1. The table summarizes the indicators evaluated across various UX Honeycomb dimensions, including the minimum score (Min), maximum score (Max), mean, and standard deviation (SD).

Table 1. Descriptive Statistics of UX Indicators

Indicator	Dimension	Min	Max	Mean	SD
Ease of Booking	Usable	3	5	3.58	0.62
Application Access Speed	Usable	3	5	3.87	0.67
Interface Clarity	Desirable	2	5	3.77	0.72
Ease of Payment Process	Usable	1	5	3.61	0.76
Driver Tracking Accuracy	Findable	2	5	3.74	0.82
Clarity of Fare & Time Estimation	Credible	2	5	3.84	0.78
Ease of Accessing Assistance	Accessible	3	5	3.68	0.65
Accessing Suitability to Needs	Useful	2	5	3.68	0.7
Overall Comfort	Valuable	2	5	3.58	0.62
Likelihood to Recommend	Valuable	3	5	3.81	0.54

3.2 Visualization of Average UX Dimension Scores

The average scores indicate that the "Usable" dimension (application access speed, mean 3.87) received the highest rating, followed by the "Findable" dimension (clarity of fare and time estimation, mean 3.84). The "Valuable" dimension (overall comfort, mean 3.58) and the "Usable" dimension (payment process, mean 3.61) received lower scores. The "Usable" dimension indicates that the Maxim application is responsive, particularly in terms of access speed (mean 3.87), which aligns with research on online transportation platforms. The clarity of fare and time estimation (mean 3.84) suggests that information is well-presented. However, the payment process (mean 3.61) and overall comfort (mean 3.58) received lower scores,

indicating potential technical issues or complex workflows, as identified in user reviews. The "Accessible" and "Useful" dimensions (mean 3.68) suggest that the application is fairly inclusive and relevant, but customer support requires improvement. The "Credible" and "Valuable" dimensions reflect moderate trust and value, indicating potential for enhancing user satisfaction.

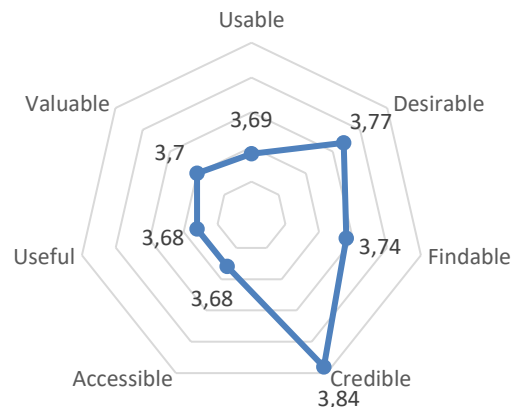


Fig 3. A Radar Chart Visualization of Average UX Dimension Scores

3.3 Indicator-Level Findings

At the indicator level, the highest mean score appears on Application Access Speed (Mean = 3.87), implying that performance and responsiveness are perceived as good. Strong results were also found for Clarity of Fare & Time Estimation (Credible, Mean = 3.84) and to Recommend (Valuable, Mean = 3.81), indicating that trust-related information and overall willingness to endorse the app are relatively strong UX assets. The lowest scores occur on Ease of Booking (Usable, Mean = 3.58) and Overall Comfort (Valuable, Mean = 3.58). These values imply that even if the system is functional, the *journey of completing key tasks* (booking and the end-to-end experience) still feels less smooth than expected [17]. Notably, Ease of Payment Process (Usable, Mean = 3.61; Min = 1; SD = 0.76) has a wide variation, suggesting that while many users find payment manageable, a subset experiences significant difficulty or dissatisfaction. This is a critical UX concern because payment is a “high-stakes” step that strongly shapes trust and perceived value. In addition, Driver Tracking Accuracy (Findable, Mean = 3.74; SD = 0.82) shows the largest dispersion, implying inconsistency: some users experience accurate tracking while others do not. In ride-hailing contexts, such inconsistency often translates into uncertainty and anxiety, which can undermine comfort even when other elements (like interface clarity) score well.

3.4 Dimension Level of UX Honeycomb in Maxim Application

When viewed by UX Honeycomb dimensions, the results suggest the following pattern:

1. Credible (strongest): Users generally perceive Maxim as reliable in presenting essential information (e.g., fare/time estimation). In ride-hailing, credibility is foundational: it reduces perceived risk and encourages continued use.
2. Desirable and Findable (high): Users rate interface clarity and the ability to locate features as good, indicating that design and navigation support usability.
3. Usable and Valuable (moderate, with weak points): The core transactional flow (booking and payment) and “overall comfort” are the areas most likely to reduce perceived value. This is important because *value* in services is not only price-related—users also evaluate time, effort, predictability, and stress.

In other words, Maxim appears to be doing well on presentation and trust cues, but it can still improve the smoothness and reassurance users feel during the most important moments of the service journey (ordering, paying, tracking, and completing a trip).

4. CONCLUSION

Based on the analysis of the user experience (UX) using the UX Honeycomb framework, the overall perception of the application is positive, with all dimensions receiving average scores above 3.5 on a 5-point Likert scale. The highest-rated dimension is Credible (Mean = 3.84), indicating that users perceive the application as trustworthy and reliable. This is followed by Desirable (3.77) and Findable (3.74), suggesting that the app design and navigation elements are appealing and help users locate features effectively. On the other hand, Accessible and Useful received slightly lower, yet still favorable, scores (both at 3.68), indicating potential areas for minor improvement in accessibility and utility. Usable and Valuable were rated at 3.69 and 3.70, respectively, reflecting that users generally find the app easy to use and worth their engagement. The application demonstrates a balanced and well-performing user experience across all UX dimensions, with particular strengths in credibility and emotional appeal. Continuous refinement in accessibility and usefulness could further enhance user satisfaction. This study relies on 31 respondents and a quantitative descriptive approach, which is useful for mapping overall perception but limited in explaining *root causes* behind lower or variable scores (e.g., why payment has a very low minimum rating). Future work can strengthen the findings by adding qualitative methods such as interviews, think-aloud testing, or task-based usability testing, an approach commonly used in international Honeycomb-based UX evaluations to connect metrics to actionable redesign decisions.

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