ABSTRACT

Currently there are many websites that present a variety of information. However, not a few of these websites cannot meet the initial purpose of making a website so that it often disappoints users who access it. The solution to this problem is to design an interface and user experience using the User Centered Design method through usability analysis can help improve the use of the system from the perspective of its users. Likewise on the E-Commerce website, usability analysis is able to provide input for website managers Sandang Awan to develop more innovative websites. Usability means the level of a product can meet the objectives of its users effectively, efficiently, and satisfactorily in the context of use ISO SQUARE. Where in the approach, this study uses Nielsen's usability theory basis, where there are five requirements so that a website can be said to be usable, namely easy to learn, efficient to use, easy to remember, few errors, and pleasant to use. The results of this study use the User Centered Design method on the prototype website sandangawan.com, data collection techniques using a questionnaire distributed to 30 users of the Clothing Cloud Website. Questionnaire data processing using the SUS Score method with the help of application ms. excel. In testing the value of the System Usability Scale (SUS) method with the results of the usefulness of 71 with a Passive NPS value in the effective, efficient and satisfying state of mind for customers who are reliable enough for usability according to J. Sauro. The percentage level of satisfaction after improvements and developments in the interface design of the sandang awan website increased by 12.7%. With the percentage of the effectiveness of the initial website of 58.3% and the final website of 71%.

Keywords: E-Commerce, ISO, Usability, SUS Score, UCD