

ABSTRACT

UI/UX DESIGN AND EVALUATION FOR TUGU BATU PHARMACY WEBSITE IN BANYUMAS REGENCY USING DESIGN THINKING METHOD

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Tugu Batu Pharmacy is a business engaged in the health sector that offers products such as over-the-counter drugs, prescription drugs, medical devices and other health products. The purchasing process is still carried out in a conventional way, namely customers coming directly to the pharmacy or placing an order by contacting the pharmacy via WhatsApp. From the data obtained, the Tugu Batu Pharmacy will experience a decrease in the number of customers in 2022 due to a lack of promotion, where promotions are limited to using Instagram and the information shared is still limited. In the interviews conducted, it was found that there was no use of other technologies to develop the pharmacy business. Based on these problems, Tugu Batu Pharmacy requires an information system to disseminate information such as available product information or pre-order products to customers easily and quickly. The website makes it easy for users to be able to access anywhere and anytime. The results of this study are the Tugu Batu Pharmacy website from the user side (front-end) by paying attention to UI and UX using the Design Thinking method. There was an increase in the dissemination of information through the Tugu Batu Pharmacy website based on statistics on the number of website visitors, where in June there were 291 visitors and in July there were 293 visitors. Product pages are the most viewed website pages. The website UI/UX design is in accordance with customer needs, has good value, and can be accepted based on an evaluation carried out using the SUS questionnaire, where an average total SUS score of 79.97 is obtained with grade A-, rating excellent, and range acceptable. The feedback given by the respondents was analyzed based on the priority level using the Severity Rating and the design was improved.

Keywords : User Interface (UI), User Experience (UX), Design Thinking, System Usability Scale (SUS), Website.