

ABSTRACT

DESIGN OF UI/UX DESIGN IN BUKET CATEGORY FILTERIZATION USING USER CENTERED DESIGN (UCD) METHOD (DYRABOUQUET CASE STUDY)

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Current technological advances are very useful for us to get the right information. One example of the use the internet in promotional media is online sales. One of the hottest online sales is bouquet. The Dyrabouquet bouquet shop has a business engaged in the field of bouquet making services which was built by its owner Mira Dwi since 2020. The result of interviews according to Mira Dwi, as the owner of the Dyrabouquet shop in carrying out its sales, this Dyrabouquet store has not used website-based sales information to serve orders and sales its products to consumers. Ordering bouquet product is only via chat via whatsapp and there is a lack of product sales information. The purpose of this research is to design UI/UX designs for filtering bouquet categories and a method is needed for this research, namely the User Centered Design (UCD) method. User Centered Design (UCD) is a design drafting method that makes the user as the design concept. In this study using the User Experience Questionnaire (UEQ) test and the results obtained from this study were tests using the User Experience Questionnaire (UEQ) to evaluate the front-end at a dyrabouquet shop, the highest score was on the attractiveness aspect or the attractiveness of obtaining an excellent category with an average score -average 2.60.

Keywords: Design, UI/UX, User Centered Design, Bouquet, Prototype.