ABSTRACT

FRONTEND DESIGN OF A LAUNDRY BUSINESS WEBSITE USING USER-CENTERED DESIGN METHOD (CASE STUDY: LULU 'N BE LUXURY LAUNDRY)

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Banyumas is the number five district with the highest number of MSME developments in Central Java province, with a total of around 6634 MSME businesses. There are 19 million MSMEs that have gone digital out of 64.2 million MSMEs in Indonesia. The government is targeting that by 2024 there will be around 30 million MSMEs going towards going digital. One of the SMEs in Banyumas is Lulu 'N Be Luxury Laundry, which is a unit retail laundry-type business that offers Wet Cleaning and Dry Cleaning services with the concept of "All Care". The old cashier system used by Lulu 'N Be Luxury Laundry has several drawbacks, such as a rigid and less dynamic design, limited design on one computer, limited features such as not supporting online orders and digital receipts, unclear financial management, no there is event management, and it is not possible to upgrade functions or add new features. The author designs and develops a frontend website design that can manage the Lulu 'N Be Luxury Laundry business using the User-Centered Design method that focuses on the needs of its users. Frontend development on this website applies the Single Page Application concept which is made using the React JS library. The test results using the System Usability Scale method on the Lulu 'N Be Luxury Laundry website managed to achieve a good final score. The score for the admin user is 82.29, while the score for the customer user is 80.75. Testing using the Blackbox method also produces positive values with a success percentage of 100% desktop display testing and 93.5% mobile display testing.

Keywords: *Frontend, Website, Laundry, User-Centered Design*