ABSTRACT

USER INTERFACE DESIGN AND USER EXPERIENCE OF WEB-BASED E-COMMERCE APPLICATION AT RE.WOOD USING USER CENTERED DESIGN METHOD

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Re.Wood currently uses a conventional sales process that is less effective and lacks information for customers, so that from this it causes a lack of sales levels from Re.Wood. Designing a system before entering the system development stage is a must because it ensures that the resulting solution is truly relevant and effective in overcoming the problems faced by users. The problem can be solved by designing User Interface and User Experience of web-based e-commerce applications, which can help the system development team later in developing the Re.Wood e-commerce. The results of designing the user interface and user experience only include the user interface developed using figma. The resulting website produces menus such as Home Page, Log in, Shop, Cart, Search and Profile. The results of the evaluation show that the average value in the aspect of efficiency is highest with a value of 1.55 and gets the good category. Attractiveness gets an average of 1.54 and gets an above average category, clarity gets an average of 1.49 gets an above average category, accuracy gets a value of 1.33 gets an above average category, stimulation gets a value of 1.5 gets a good category and novelty gets an average value of 1.15 which means good. These findings indicate that the prototype meets the needs and provides a satisfying user experience.

Keywords : E-commerce, Prototype, User Centered Design, User Experience Questionnaire, User Interface.