

## ABSTRACT

# ***EVALUATION OF USABILITY LIVE SHOPPING SHOPEE USING HEURISTIC EVALUATION AND Performance, Information, Economics, Control and Security, Efficiency, Service (PIECES) METHOD***

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*Live Shopping is a live streaming feature that is currently popular in Indonesia, used to promote products and allow viewers to buy products in real-time such as Shopee, TikTok, Instagram, and Tokopedia. Even though Shopee Live users are high, there are still negative reviews about Shopee Live because users are still dissatisfied with the services provided during Live Shopping sessions, such as long loading times and error messages that users don't understand. If there is a problem, it is necessary to evaluate the usability of Live Shopping Shopee to measure the user's comfort level, application suitability, and application user interface. The Heuristic Evaluation method is used to evaluate the suitability of the Live Shopping Shopee interface. The Performance, information, Economics, Control and Security, Service (PIECES) approach is used to measure the level of system performance, ease of access to product information, economic aspects of transactions, data security, efficiency of the shopping process, and the quality of services provided to users. Based on the average results of calculations from experts, it is known that the usability level of the Shopee Live Shopping feature is 81%, which is included in the "good" category. Based on these results, the Shopee Live Shopping feature meets good qualifications and there are no usability problems. Based on calculations from general respondents using Live Shopping Shopee, an average usability level of 72% was obtained, which shows that the Live Shopping Shopee feature meets good qualifications and there are no usability problems. However, of the 10 heuristic indicators, only 8 indicators have an average usability value in the "good" category, namely in the aspects of Visibility of System Status, User Control and, Consistency and Standards, Recognition Rather Than recall, Flexibility and Efficiency of Use, Aesthetic and Minimalist Design, Help and Documentation of these 8 indicators has a "good" category value, while the Error Prevention, Help Users Recognize, Diagnose and Recover from Error indicators have a category value of 60% and 64% which are included in the "fairly good" category. Recommendations for improving the Error Prevention heuristic aspect, Shopee must improve its response to connection problems or system errors by displaying clear error messages, providing alternative solutions, and the option to contact customer service. The Help Users Recognize, Diagnose and Recover from Error aspect of Shopee must ensure that it uses simple language and specific descriptions so that the error message displayed is clear and easy for users to understand.*

**Keywords:** *Heuristic Evaluation, Pieces Framework, Shopee Live, Usability*