ABSTRACT

USER INTERFACE EVALUATION ON THE LAZADA WEBSITE USING THE HEURISTICS EVALUATION METHOD

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Today's technology is increasingly developing in the business world. One of the online business models that is widely developing in Indonesia is the marketplace. Lazada is one of the growing marketplaces in Indonesia. However, based on the pre-research survey, the appearance of the Lazada website requires an evaluation of the appearance of the website. Therefore, based on the existing problems, it is necessary to evaluate the user interface of the Lazada website using heuristics evaluation. Evaluation by the evaluator of the appearance of the Lazada website, the issues found by the evaluator are then grouped according to the heuristics evaluation aspect which is then given severity ratings and suggestions for improvement. The results of the solution design are then implemented into a dynamic and responsive website prototype. The testing stage was carried out using user experience questionnaire (UEQ) measurements with positive results for each category. In the category "Attractiveness with an average value of 1.92. Category "Clarity" with an average value of 2.10. Category "Efficiency" with an average value of 1.66. Category "Accuracy" with an average value of 1.78. Category "Stimulation" with an average value of 1.72. And the "Novelty" category with an average value of 1.26.

Keywoard: *Heuristics Evaluation, Marketplace, User Experience Questionnaire* (UEQ), *User Interface, Website*