

ABSTRACT

Wage Market Purwokerto is a market located in Banyumas district. The existence of the Wage market is very important because it is the main market for the surrounding markets because it has regional service coverage. based on a questionnaire that distributed online questionnaires via the google form link on social media whatsapp from 27 October to 1 November 2021, it was found that 96% of respondents or 51 people answered that the need for a mobile application for food price info at the Wage market in Purwokerto for daily shopping , and as many as 46.3% or as many as 25 people answered it was important to know the price of food every day with 29.6% or about 16 people answered it was very, very important to know the price of food for daily needs. The method used in the design is User Centered Design (UCD). UCD is a design process that focuses on user needs by optimizing end-user needs and emphasizes the desire to use a product. Design design based on behavior or habits of user behavior in using a product so that the product can be useful and easy to use by users. Supported by the testing method used, namely the user acceptance test (UAT). UAT itself is a testing stage carried out to find out whether the system that has been designed has met user needs and is in accordance with the business scenario. The test consists of 3 indicators namely, the design which gets 89.23% with the user answering strongly agrees with the appearance of the application, then in the ease of application it gets 87.75% with the user answering strongly agrees and finally efficient getting a percentage of 67% with the user answering agree with the efficiency offered by the Wage Purwokerto market application. In addition, the acceptance rate is very strong, namely 87.23%, in responses from users after using the Wage Purwokerto market application. Based on the results of the analysis, it shows that the application design has met the functional requirements and is in accordance with the user acceptable test document, as evidenced by the achievement of a perceived case of use and perceived usefulness with an easy-to-understand design display. That way the application (prototype) of the Wage Purwokerto market is ready to be developed into an application that is connected to the internet network.

Keywords: Pasar Wage Purwokerto, User Centered Design (UCD), User Acceptance Test (UAT)