

ABSTRACT

ANALYSIS AND DESIGN OF WEB-BASED ONLINE SALES APPLICATIONS UI/UX USING USER CENTERED DESIGN (UCD) METHOD (CASE STUDY: LAPAK JAJAN PWT)

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Lapak Jajan Pwt is one of the small businesses in the culinary field, especially dessert. Currently, buying and selling activities and promotions are carried out through Whatsapp and Instagram by uploading product images, but according to customers there are shortcomings in the ordering process using Whatsapp or Instagram, namely not being able to freely see the menu and ready-to-sell stock and requiring customers to order manually if there are special notes on the product. Customer experience is seen from the answers to the questionnaire distributed to 30 Lapak Jajan Pwt customers. Based on the answers obtained, 96.7% of customers want to know what it would be like if Lapak Jajan Pwt added a website platform as a means of purchasing products. Therefore, the design of this interface is carried out to provide an overview and design suggestions that are in accordance with the customer needs of the founder of Lapak Jajan Pwt with the user-centered design (UCD) method. User-centered design is a method that focuses on users in the system development process which has four stages, namely determining user context, requirements specification, design design, and evaluation. At the stage of determining the user context, identification of user characteristics is carried out which produces a user persona. At the requirement specification stage, problem identification is carried out based on the answers to the pre-research questionnaire which produces a summary of customer problems and required solutions. At the design stage, use case diagrams, scenario tables, and activity diagrams are made as a guide for making interface designs. The results obtained from the design stage are high-fidelity designs and prototypes. At the evaluation stage, measuring the suitability of customer needs with the design is carried out by testing the user experience using the UEQ questionnaire and user satisfaction using the SUS questionnaire, where previously respondents were given 10 tasks. The test was followed by 30 respondents with the results getting the "Excellent" category on each UEQ rating scale and obtaining an A+ grade and being included in the "Excellent" category on Adjective Ratings with a SUS score of 87.25.

Keywords : e-commerce, usability, UCD, SUS, UEQ