ABSTRACT

DESIGNING AND EVALUATING UI / UX ON THE BOUTIQUE E-COMMERCE WEBSITE RYSHOP BANJARNEGARA USING THE DESIGN THINKING METHOD

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The Ryshop Banjarnegara Boutique is a business that sells various kinds of women's needs, from dresses, pants, various types of hijab, shoes, bags, and women's accessories. The problem in this business is that customers making transactions must come to the place, cannot see the latest product updates and the entry and exit of goods are still recorded in the book, so that there is often a decrease in turnover from 2020 to 2022. The problems in the Ryshop Boutique are due to the lack of technology who help develop businesses in the field of product marketing at Ryshop boutiques. Based on these problems, a website design and evaluation is needed by paying attention to a good UI to produce a level of trust and attention to user convenience with the UEQ method in accessing the Ryshop e-commerce website. The website has conveniences such as access can be done anywhere. The design and evaluation of UI/UX on the e-commerce website of the Ryshop Banjarnegara Boutique uses the design thinking method. In the application of Design thinking in this case study, by conducting an emphatize stage in observing interviews with customers and Ryshop Boutique owners. Next, the define stage maps out problems with Ryshop Boutique customers having difficulty seeing the latest product updates which results in decreased turnover. Then, the idea stage is to develop a solution in the form of a brainstorm which is implemented in designing the features needed by the Ryshop Boutique. At the prototype stage, namely implementing designs that have been designed to be evaluated by respondents from Ryshop Boutique customers. The last stage is testing which assesses the appearance of the UI using the SUS method and UX evaluation at the level of satisfaction using the website prototype that has been designed. The results of this study are the UI/UX design of the Ryshop Boutique e-commerce website from the user side (front-end), which can be used for online transactions. The results of the website usability testing obtained an average score of 82 which indicated that the Ryshop Boutique e-commerce website was good in terms of UI and evaluated based on the results of feedback, while in terms of user convenience with UEQ the result was that the Ryshop Boutique e-commerce website had proper to use.

Keywords: *Design Thinking, E-commerce, UEQ, UI, Usability*