

ABSTRAK

PERANCANGAN USER INTERFACE DAN USER EXPERIENCE PADA APLIKASI E-COMMERCE ZUPPLY MENGGUNAKAN METODE DESIGN THINKING

Oleh

RIDHA AISYIYAH RYANDANI

Pangan merupakan kebutuhan primer manusia. Ketersediaan, keterjangkauan, dan pemenuhan konsumsi pangan yang memadai, aman, dan bermutu merupakan tujuan utama dalam pemenuhan kebutuhan pangan masyarakat secara merata di Indonesia. Namun, dampak dari pandemi COVID-19 yang melanda berdampak dalam perekonomian dan sektor pangan di Indonesia. Oleh karena itu, diperlukan upaya pemulihan ekonomi untuk menekan angka pengangguran dan kemiskinan. Salah satu strategi yang dapat dilakukan adalah pemanfaatan teknologi melalui *e-commerce*. Maka dari itu dibangunlah aplikasi *E-Commerce Zupply* yang menjadi penghubung para petani dan supplier kepada customer yang berkecimpung dalam bisnis *F&B*. Untuk menciptakan aplikasi yang baik dan sesuai dengan kebutuhan pengguna, dilakukan pengujian, evaluasi, dan survei kepuasan pengguna dengan *Usability Testing*, *Heuristic Evaluation*, dan kuesioner PSSUQ (*Post-Study System Usability Questionnaire*). Hasil pengujian desain menggunakan usability testing dilakukan sebanyak 3x dan memperoleh nilai akhir efektivitas 21,26 detik dan nilai efisiensi sebesar 47%. Hasil dari *heuristic evaluation* yang dilakukan oleh 5 exper evaluator berhasil menemukan 17 permasalahan *usability* dimana prinsip yang paling banyak ditemukan permasalahan yaitu H1 (*Visibility of System Status*) dengan persentase 25% dan skor severity rating tertinggi terletak pada H6 (*Error Prevention, Recognition, Diagnosis, and Recovery*) dengan SR 2,75. Serta skor kuesioner PSSUQ dengan skor *overall* rata-rata 1,93 yang berarti level *usability* termasuk dalam kategori sangat baik.

Kata kunci: *Zupply*, *E-Commerce*, *Design Thinking*, *Heuristic Evaluation*, *PSSUQ*

ABSTRACT

USER INTERFACE AND USER EXPERIENCE DESIGN IN ZUPPLY E-COMMERCE APPLICATIONS USING THE DESIGN THINKING METHOD

By

RIDHA AISYIYAH RYANDANI

Food is a primary human need. The availability, affordability, and fulfillment of adequate, safe, and quality food consumption are the main goals in fulfilling the food needs of the community evenly in Indonesia. However, the impact of the COVID-19 pandemic has affected the economy and food sector in Indonesia. Therefore, economic recovery efforts are needed to reduce unemployment and poverty. One strategy that can be done is the utilization of technology through e-commerce. Therefore, the Zupply E-Commerce application was built to connect farmers and suppliers to customers in the F&B business. To create a good application and in accordance with user needs, testing, evaluation, and user satisfaction surveys are carried out with Usability Testing, Heuristic Evaluation, and PSSUQ (Post-Study System Usability Questionnaire) questionnaires. The results of design testing using usability testing were carried out three times and obtained a final effectiveness value of 21.26 seconds and an efficiency value of 47%. The results of the heuristic evaluation conducted by 5 expert evaluators managed to find 17 usability problems where the principle that found the most problems was H1 (Visibility of System Status) with a percentage of 25% and the highest severity rating score lies in H6 (Error Prevention, Recognition, Diagnosis, and Recovery) with SR 2.75. As well as the PSSUQ questionnaire score with an average overall score of 1.93 which means that the usability level is included in the very good category.

Keyword: Zupply, E-Commerce, Design Thinking, Heuristic Evaluation, PSSUQ