



DAFTAR ISI

LAPORAN TUGAS AKHIR	i
LAPORAN TUGAS AKHIR	ii
HALAMAN PENGESAHAN	iii
PERNYATAAN	iv
PRAKATA.....	v
DAFTAR ISI	vii
DAFTAR GAMBAR	x
DAFTAR TABEL	xiii
INTISARI	xiv
ABSTRACT	xv
BAB I PENDAHULUAN.....	1
1.1 Latar belakang	1
1.2 Rumusan Masalah	2
1.3 Batasan Masalah.....	2
1.4 Tujuan Penelitian	2
1.5 Manfaat Penelitian	3
1.6 Metodologi Penelitian	3
1.7 Sistematika Penulisan	4
BAB II TINJAUAN PUSTAKA	6
BAB III LANDASAN TEORI	9
3.1 <i>User Experience</i>	9
3.2 <i>Research</i>	9
3.2.1 <i>Desk Research</i>	9



3.2.2	In-depth Interview	10
3.2.3	Persona	10
3.2.4	Customer Journey Maps.....	10
3.2.5	Mapping System.....	10
3.2.6	User Stories.....	11
3.3	<i>Human Centered Design</i>	11
3.4	Empathy Map	12
3.5	<i>Ideation</i>	12
3.6	<i>Sitemap</i>	12
3.7	<i>Prototyping</i>	12
3.8	<i>Wireframe</i>	12
3.9	<i>Usability Testing</i>	12
3.10	Alat implementasi	13
3.10.1	Figma.....	13
3.10.2	Miro.....	13
3.10.3	Balsamiq.....	13
3.10.4	Uxpressia.....	14
	BAB IV ANALISIS DAN PERANCANGAN SISTEM.....	15
4.1	Analisis Masalah	15
4.2	Alur Penelitian.....	15
4.3	<i>Research</i>	15
4.3.1.1	Desk Research	16
4.3.1.2	In-depth Interview	17
4.3.1.3	Personas	22
4.3.1.4	Customer Journey Maps	24



4.3.1.5	Mapping System.....	26
4.3.1.6	User Stories.....	27
4.4	Ideation	29
4.5	Desain	31
4.5.1	Wireframe	31
BAB V IMPLEMENTASI.....		54
5.1	Prototype.....	54
BAB VI PENGUJIAN DAN PEMBAHASAN		75
6.1	<i>Usability Benchmark Testing</i>	75
6.2	<i>Benchmark Report Scenario</i>	76
BAB VII KESIMPULAN DAN SARAN.....		80
7.1	Kesimpulan.....	80
7.2	Saran	80
DAFTAR PUSTAKA		81
LAMPIRAN		83