

INTISARI

DESAIN ATARMUKA SITUS WEB *E-COMMERCE* TIPE *BUSSINESS TO CONSUMER* DENGAN PEDEKATAN *USER CENTERED DESIGN* PADA *AGILE SOFTWARE DEVELOPMENT*

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E-commerce sangat berkembang di dunia, termasuk Indonesia. Tokopedia, Lazada, dan Bukalapak adalah contoh industri *e-commerce* tipe *business to consumer* (B2C) yang cukup besar di Indonesia. Penerimaan pengguna terhadap sistem *e-commerce* menjadi salah satu tolok ukur penting dalam bisnis digital.

Tolok ukur *usability* dapat digunakan untuk meningkatkan kualitas sistem informasi dalam hal kegunaan. Tingkat *usability* yang baik dapat dicapai dengan pengembangan desain antarmuka berbasis *user centered design* (UCD) pada *agile software development* (ASD). Pendekatan ini sangat populer dan saat ini diterapkan secara unik seperti *LeanUX*, *Scrum*, dan *Design Sprint*.

Pada penelitian ini dilakukan studi literatur terhadap metodologi berbasis UCD dan ASD. Diperoleh metodologi yang terdiri dari 3 proses dasar yaitu analisis, desain, dan evaluasi yang terdiri dari metode survei, *task analysis*, *persona*, *product backlog*, *design guidelines*, prototipe, *user testing*, dan *heuristic evaluation*. Metodologi tersebut kemudian diterapkan dalam pengembangan antarmuka situs web *e-commerce* tipe *business to consumer*. Ditemukan bahwa pendekatan terhadap UCD dan ASD yang digunakan dapat diterapkan untuk meningkatkan tingkat *usability* dan prototipe yang dihasilkan memiliki skor *heuristic evaluation* yang baik.

Kata kunci: antarmuka, *e-commerce*, *user centered design*, *agile software development*, *usability evaluation*.

ABSTRACT

USER INTERFACE DESIGN OF BUSSINESS TO CONSUMER E-COMMERCE WEBPAGE USING USER CENTERED DESIGN APPROACH IN AGILE SOFTWARE DEVELOPMENT

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E-commerce is very popular activity in the world, including Indonesia. Tokopedia, Lazada, and Bukalapak is one of leading business to consumer (B2C) e-commerce in Indonesia. User acceptance to an e-commerce system become more and more important aspect in digital industry to be measured now days.

Usability can be utilized to improve information system quality in the aspect of user use. Good usability can be achieved by using user centered design (UCD) and agile software development (ASD) in user interface development. This approach is very popular in user experience research and applied in many forms such as LeanUX, Scrum, and Design Sprint.

This research conduct a literature study to many UCD and ASD methodologies. The methodology found consists 3 main processes; analysis, design, and evaluation which consists of survei, task analysis, personas, product backlog, design guidelines, prototype, user testing, and heuristic evaluation. The methodology then applied in B2C e-commerce website development. This research found that our approach to UCD and ASD can be used to improve usability and prototype produced has good heuristic evaluation score.

Keyword: *user interface, e-commerce, user centered design, agile software development, usability evaluation.*