

DAFTAR ISI

	Halaman
LEMBAR PENGESAHAN TUGAS AKHIR	i
PENGESAHAN PENGUJI	ii
LEMBAR PERNYATAAN KEASLIAN	iii
ABSTRAK	iv
<i>ABSTRACT</i>	v
HALAMAN PERSEMBAHAN DAN MOTTO	vi
KATA PENGANTAR	vii
DAFTAR ISI	ix
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xiv
BAB I PENDAHULUAN.....	I-1
1.1 Latar Belakang.....	I-1
1.2 Rumusan Masalah.....	I-4
1.3 Batasan Masalah.....	I-5
1.4 Tujuan Penelitian.....	I-5
1.5 Manfaat Penelitian.....	I-6
BAB II LANDASAN TEORI.....	II-1
2.1 <i>User Interface dan User Experience</i>	II-1
2.1.1 <i>User Interface</i>	II-1
2.1.2 <i>User Experience</i>	II-1

	Halaman
2.2 <i>User Centered Design (UCD)</i>	II-2
2.3 <i>E-Commerce</i>	II-4
2.4 <i>Design</i>	II-5
2.5 <i>Figma</i>	II-5
2.6 <i>Wireframe</i>	II-5
2.7 <i>High Fidelity</i>	II-5
2.8 <i>Prototype</i>	II-6
2.9 <i>Usability</i>	II-6
2.10 <i>Usability Testing</i>	II-7
2.11 <i>Wawancara</i>	II-7
2.12 <i>Affinity Mapping</i>	II-8
2.13 <i>User Persona</i>	II-8
2.14 <i>User Flow</i>	II-8
2.15 <i>System Usability Scale</i>	II-8
2.16 <i>State of Art Penelitian</i>	II-10
BAB III METODOLOGI	III-1
3.1 <i>Specify The Context of Use</i>	III-2
3.1.1 <i>Studi Literatur</i>	III-2
3.1.2 <i>Research Plan</i>	III-2
3.1.3 <i>Wawancara</i>	III-2
3.1.4 <i>Affinity Mapping</i>	III-3
3.1.5 <i>User Persona</i>	III-3

	Halaman
3.1.6 <i>User Journey Mapping</i>	III-3
3.2 <i>Specify User and Organizational Requirements</i>	III-4
3.2.1 <i>User Flow</i>	III-4
3.2.2 <i>Kebutuhan Pengguna</i>	III-4
3.3 <i>Produce Design Solution</i>	III-4
3.3.1 <i>Wireframe</i>	III-5
3.3.2 <i>High Fidelity</i>	III-5
3.4 <i>Evaluate Design Against User Requirements</i>	III-5
3.4.1 <i>Populasi dan Sampel</i>	III-5
3.4.2 <i>System Usability Scale</i>	III-6
3.4.3 <i>Usability Testing</i>	III-8
BAB IV HASIL DAN PEMBAHASAN	IV-1
4.1 <i>Specify The Context of Use</i>	IV-1
4.1.1 <i>Studi Literatur</i>	IV-1
4.1.2 <i>Research Plan</i>	IV-2
4.1.3 <i>Wawancara</i>	IV-2
4.1.4 <i>Affinity Mapping</i>	IV-4
4.1.5 <i>User Persona</i>	IV-6
4.1.6 <i>User Journey Mapping</i>	IV-8
4.2 <i>Specify User and Organizational Requirements</i>	IV-10
4.2.1 <i>User Flow</i>	IV-10
4.2.2 <i>Kebutuhan Pengguna</i>	IV-11

	Halaman
4.3 <i>Produce Design Solution</i>	IV-12
4.3.1 <i>Wireframe</i>	IV-13
4.3.2 <i>High Fidelity</i>	IV-16
4.4 <i>Evaluate Design Against User Requirements</i>	IV-30
4.4.1 <i>Validitas dan Reliabilitas</i>	IV-30
4.4.2 <i>System Usability Scale</i>	IV-32
4.4.3 <i>Usability Testing</i>	IV-34
BAB V KESIMPULAN DAN SARAN.....	V-1
5.1 <i>Kesimpulan</i>	V-1
5.2 <i>Saran</i>	V-2
DAFTAR PUSTAKA	
LAMPIRAN	