ABSTRACT

ANALYSIS AND DESIGN OF USER INTERFACE (UI) / USER EXPERIENCE (UX) ON "KUDAKI" APPLICATION BASED ON ANDROID

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E-commerce or online marketplaces are increasingly developing today. Because they already have an application or web product, it is very important to note to the factors that are exellence to their products. There are several things that can influence it. One of them is the UI (User Interface) and UX (User Experience) of the applications offered on their products. In providing user experience the convenience of an application is certainly very influential and must be improved. User experience can be measured through usability, satisfaction, and content in the application. By using the User Centered Design method can reach and improve the usability element of the user interface / user experience that will be built. The result of the user interface / user experience are good from the level of usability based on testing that has been done using the System Usability Scale (SUS) where the final SUS score obtained is equal to 80.3.

Keywords : *User Interface, User Experience, Usability, User Centered Design*