

DAFTAR ISI

ABSTRAK	i
<i>ABSTRACT</i>	ii
LEMBAR PENGESAHAN	iii
LEMBAR PERNYATAAN ORISINALITAS	iv
KATA PENGANTAR	v
Lembar Persembahan	vi
Daftar Isi.....	vii
Daftar Gambar.....	xi
Daftar Tabel	xiii
Daftar Lampiran	xv
Daftar Istilah.....	xvii
BAB I Pendahuluan	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah.....	5
I.3 Tujuan Penelitian.....	5
I.4 Batasan Penelitian	5
I.5 Manfaat Penelitian.....	6
I.6 Sistematika Penulisan.....	6
BAB II Tinjauan Pustaka	9
II.1 <i>Website</i>	9
II.2 DISC	9
II.3 <i>User Interface</i>	10
II.4 <i>User Experience</i>	11
II.5 <i>Gestalt Principle</i>	11

II.6	<i>User Interface Style Guidline</i>	13
II.6.1	<i>Color Pallette</i>	13
II.6.2	<i>Typography</i>	14
II.6.3	<i>Shapes</i>	14
II.7	<i>Hypertext Preprocessor</i>	15
II.8	Laravel.....	15
II.9	Bootstrap	15
II.10	HTML	15
II.11	CSS	15
II.12	Javascript	16
II.13	Visual Studio Code	16
II.14	Figma	16
II.15	<i>User Acceptance Testing</i>	17
II.16	Maze.....	17
II.17.1	<i>Single Ease Questions</i>	17
II.17	Design Thinking	18
II.18	<i>Emphaty Map</i>	20
II.19	<i>User Persona</i>	21
II.20	<i>Impact and Effort Matrix</i>	21
II.21	<i>Use Case Diagram</i>	22
II.22	<i>Usability Testing</i>	22
II.23	Penelitian Sebelumnya.....	23
BAB III	Metodologi Penelitian.....	25
III.1	Model Konseptual	25
III.2	Sistematika Penyelesaian Masalah	26
III.3	Pengumpulan Data	27

III.4 Pengembangan Produk	28
III.5 Alasan Pemilihan Metode.....	29
BAB IV ANALISIS DAN PERANCANGAN	32
IV.1 Proses Bisnis.....	32
IV.1.1 Proses Bisnis Eksisting	32
IV.1.2 <i>Gap Analysis</i>	33
IV.1.3 Proses Bisnis Targeting.....	35
IV.2 <i>Emphasize</i>	37
IV.3 <i>Define</i>	40
IV.3.1 User Persona.....	40
IV.3.2 <i>Customer Journey Map</i>	41
IV.4 <i>Ideate</i>	42
IV.4.1 <i>Impact and Effort Matrix</i>	43
IV.4.2 Use Case Diagram.....	43
IV.4.3 <i>User Scenario</i>	44
IV.4.4 <i>Activity Diagram</i>	50
IV.4.5 <i>Sequence Diagram</i>	60
IV.4.6 <i>Class Diagram</i>	60
IV.4.7 <i>Entity Relationship Diagram</i>	61
IV.4.8 <i>User Interface Style Guidline</i>	61
IV.4.9 <i>Low Fidelity</i>	64
BAB V IMPLEMENTASI DAN PENGUJIAN	71
V.1 <i>Prototype</i>	71
V.1.1 <i>High Fidelity</i>	71
V.2 <i>Testing</i>	77
V.2.1 <i>Usability Testing</i>	78

V.3	Penyesuaian Desain setelah <i>Usability Testing</i>	81
V.3.1	<i>Feedback Grid</i>	82
V.4	Implementasi <i>Front End</i>	82
V.4.1	Implementasi Halaman <i>Home</i>	83
V.4.2	Implementasi Halaman <i>Categories</i>	84
V.4.3	Implementasi Halaman <i>Notes Order</i>	85
V.4.4	Implementasi Halaman <i>Checkout</i>	86
V.4.5	Implementasi Halaman <i>Payment</i>	87
V.4.6	Implementasi Halaman <i>Invoice</i>	88
V.5	User Acceptance Testing	89
BAB VI KESIMPULAN DAN SARAN		91
VI.1	Kesimpulan.....	91
VI.2	Saran	92
Daftar Pustaka		93
LAMPIRAN		102