

DAFTAR ISI

LEMBAR PENGESAHAN	2
LEMBAR PERNYATAAN ORISINALITAS	3
ABSTRAK	4
<i>ABSTRACT</i>	6
KATA PENGANTAR.....	8
DAFTAR ISI	12
DAFTAR TABEL.....	16
DAFTAR GAMBAR.....	18
DAFTAR LAMPIRAN	20
DAFTAR ISTILAH.....	21
BAB I PENDAHULUAN	23
1.1 Latar Belakang.....	23
1.2 Perumusan Masalah.....	27
1.3 Tujuan Penelitian.....	27
1.4 Batasan Penelitian	27
1.5 Manfaat Penelitian.....	28
1.5.1 Universitas Telkom	28
1.5.2 Perusahaan.....	28
1.5.3 Peneliti.....	29
1.5.4 Penelitian.....	29
1.5.5 Customer	29
1.6 Metodologi Penelitian	30
1.6.1 <i>Empathize</i>	30
1.6.2 <i>Define</i>	30

1.6.3	<i>Ideate</i>	30
1.6.4	<i>Prototype</i>	31
1.6.5	<i>Test</i>	31
BAB II LANDASAN TEORI		32
2.1	Penelitian Terdahulu.....	32
2.2	<i>Website</i>	39
2.3	<i>E-Commerce</i>	39
2.4	<i>User Interface (UI)</i>	40
2.5	<i>User Experience (UX)</i>	41
2.6	<i>Material Design Guidelines</i>	41
2.7	<i>Figma</i>	42
2.8	<i>Front End</i>	42
2.9	<i>Hyper Text Markup Language (HTML)</i>	43
2.10	<i>Cascading Style Sheets (CSS)</i>	43
2.11	<i>JavaScript</i>	44
2.12	<i>VSCode</i>	44
2.13	<i>Design Thinking</i>	44
2.13.1	<i>Empathize</i>	45
2.13.2	<i>Define</i>	46
2.13.3	<i>Ideate</i>	50
2.13.4	<i>Prototype</i>	54
2.13.5	<i>Test</i>	55
2.14	Partisipan Pengujian dan Interview	61
BAB III METODOLOGI PENELITIAN.....		63
3.1	Model Konseptual	63
3.2	Sistematika Penyelesaian Masalah.....	64

3.2.1	Tahap Pendahuluan	65
3.2.2	<i>Design Thinking</i>	68
3.2.3	Alasan Pemilihan Metode	80
BAB IV PENGUMPULAN DAN PENGOLAHAN DATA		81
4.1	<i>Empathize</i>	81
4.1.1	<i>User Interview</i>	81
4.1.2	<i>User Empathy Map</i>	85
4.2	<i>Define</i>	86
4.2.1	<i>User Persona</i>	86
4.2.2	<i>User Journey Map</i>	89
4.2.3	<i>How Might We</i>	91
4.3	<i>Ideate</i>	92
4.3.1	<i>Brainstorming</i>	92
4.3.2	<i>Affinity Diagram</i>	92
4.3.3	<i>Use Case Diagram</i>	93
4.3.4	<i>Sitemap</i>	95
BAB V ANALISIS DAN PEMBAHASAN		96
5.1	<i>Prototype</i>	96
5.1.1	<i>User Task Flow</i>	96
5.1.2	<i>Low Fidelity (Wireframe)</i>	103
5.1.3	<i>UI Style Guide</i>	121
5.1.4	<i>High Fidelity</i>	124
5.2	<i>Usability Testing</i>	144
5.2.1	<i>Maze Usability Score</i>	144
5.2.2	<i>System Usability Scale (SUS)</i>	150
5.3	<i>Hasil Test</i>	153

BAB VI KESIMPULAN DAN SARAN	155
6.1 Kesimpulan.....	155
6.2 <i>Saran</i>	156
DAFTAR PUSTAKA	157
LAMPIRAN	162