DAFTAR ISI

ABSTRAK ii

ABSTRACT iii

Lembar Pengesahan iv

KATA PENGANTAR vi

Lembar Persembahan vii

Daftar Isi viii

Daftar Gambar xii

Daftar Tabel xiv

Daftar Lampiran xvi

BAB I Pendahuluan 1

I.1 Latar Belakang 1

I.2 Perumusan Masalah 4

I.3 Tujuan Penelitian 5

I.4 Batasan Penelitian 5

I.5 Manfaat Penelitian 6

I.6 Sistematika Penulisan 6

Bab II Tinjauan Pustaka 8

II.1 Penelitian Terdahulu 8

II.2 Kualitas Data 9

II.3 *Website* 10

II.4 *User Interface* 11

II.5 *User Experience* 12

II.6 Kepribadian DISC 12

II.6.1 *Dominance* 12

II.6.2 *Influence* 12
II.6.3 *Steadiness* 13
II.6.4 *Compliance* 13
II.7 *Design Thinking* 13
II.8 Pemilihan Gaya Desain 16
II.8.1 *Color Pallete* 16
II.8.2 *Typography* 17
II.8.3 *Shapes* 17
II.9 Laravel 18
II.10 CSS 18
II.11 Bootstrap 18
II.12 Javascript 19
II.13 HTML 19
II.14 Figma 19
II.15 *Usability Testing* 19
II.16 *User Acceptance Test* 21
II.17 *Single Ease Questions* 21
II.18 *Gestalt Principle* 22
Bab III Metodologi Penelitian 23
III.1 Model Konseptual 23
III.2 Sistematika Penyelesaian Masalah 24
III.3 Pengumpulan Data 25
III.4 Pengembangan Produk 25
III.5 Alasan Pemilihan Metode 26
BAB IV Analisa Dan perancangan 28
IV.1 Proses Bisnis 28

IV.1.1 Proses Bisnis Eksisting 28
IV.1.2 *Gap Analysis* 30
IV.1.3 Proses Bisnis Targeting 31
IV.2 *Emphatize* 32
IV.3 Define 35
IV.3.1 *User* Persona 35
IV.3.2 *Customer Journey Map* 35
IV.4 *Ideate* 36
IV.4.1 *Impact and effort matrix* 37
IV.4.2 *Use Case Diagram* 37
IV.4.3 *User Scenario* 38
IV.4.4 *Activity Diagram* 44
IV.4.5 *Sequence Diagram* 55
IV.4.6 *Class Diagram* 55
IV.4.7 *Entity Relationship Diagram* 56
IV.4.8 *UI Style Guidline* 56
IV.4.9 *Low Fidelity* 60
V. IMPLEMENTASI DAN PENGUJIAN 64
V.1 *Prototype* 64
V.1.1 *High Fidelity* 64
V.2 Testing 68
V.2.1 *Usability Testing* 68
V.3 *Iterative Design* 73
V.3.1 *Feedback Grid* 73
V.4 Implementasi *Front End* 74
V.4.1 Hasil Implementasi Halaman *Home* 74

V.4.2 Hasil Implementasi Detail Menu 75
V.4.3 Hasil Implementasi Keranjang 76
V.4.4 Hasil Implementasi Checkout 77
V.4.5 Hasil Implementasi Pembayaran Cashless 78
V.4.6 Hasil Implementasi *Receipt Cashless* 79
V.4.7 Hasil Implementasi *Receipt Cash* 80
V.5 *User Acceptance Testing* 80
VI. Kesimpulan dan saran 83
V1.1. Kesimpulan 83
V1.2 Saran 84
Daftar Pustaka 85
Lampiran 89