

Abstract

One of the factors that influences the increasing number of people accessing websites using mobile devices is that accessing websites using mobile devices can be done everywhere and every time. However, accessing websites using mobile devices also has some obstacles. Websites which apply fixed-width design on their design looks are one of the obstacles that accessors face. One of them is a website of a clothing brand in Bandung, Ouval Research.

By applying fixed-width design on a website, the website is translated on a canvas with a large size and zoomed out when the website is accessed using a browser in a mobile device. This causes accessors difficult to access information provided in the website, because they have to scroll and zoom in the website to see the information.

This research used four indicators from heuristics of responsive web design to determine the aspects of user interface that need to be improved from the existing websites. The indicators were flexible everything, design for mobile first, design for progressive enhancement, and optimize content rather than support. The questionnaires were used to collect individual data and to know users' personal judgments toward a case study of the website that later would be processed and analyzed to be used as a reference to improve the user interface in the website of Ouval Research.

Keywords : *user interface, fixed-width design, responsive web design, heuristics of responsive web design*