

Abstract

Indonesia is a country that has a majority Muslim population. So that Islamic law can not be separated from daily life. No exception lifestyles of Muslim consumers in shopping is also influenced by Islamic law. In consuming, a Muslim consumer must pay attention to the products consumed in order to avoid things that are forbidden by Allah and not excessive. Online shopping trend in Indonesia tends to increase every year. So affecting the previous shopping habits to the store to shop online through the internet. And muslim consumers is starting to buying product in online shop or ecommerce. Muslim consumers find it difficult to find halal product information, especially processed meat products and imported products. Users also can not bargain price given in e-commerce sellers. In some ecommerce still sell products containing pork and alcohol which are prohibited by Islamic law. The existence of credit card payment methods that contain elements of usury (riba). When speaking user interface in ecommerce based on sharia style shopping in ecommerce then there will be problem of user interface design which repeatedly experienced by user. So it takes the User Interface Design (UID) pattern to handle the problem to define concrete design solutions and how to solve specific design problems that are repeated on the ecommerce website design. In the process of UID pattern to find out the needs and behaviors of users when shopping shariah in ecommerce website then it needed a design method. So that the design method using User Centered Design (UCD), UCD is chosen because of this research to know how a product according to user perspective, starting from the needs, habits, and user experience in using a product. Then the result of this research is a prototype for Islamic ecommerce that has positive responds from users. Refers to user testing with usability testing using User Experience Questionnaire (UEQ), the result explain several factors such as Attractiveness, Perspicuity, Efficiency, Dependability, and Stimulation have values exceeded from UEQ Scale neutral value. And also resulting UID pattern website Islamic ecommerce that can help sharia shopping behavior of Muslim consumer in Indonesia

Keywords : E-Commerce, Islamic E-Commerce, User Centered Design, User Interface, User Interface Design Pattern