

ABSTRACT

The competition of e-commerce business to date has become increasingly stringent. One of the factors that can affect the existence of an e-commerce is the user convenience factor (user experience). This study discusses the website of Gebbuk regarding the analysis and design of user interface to improve user experience with Task Centered System Design method. The Task Centered System

The perspective of Gebbuk application users depends entirely on the quality of the interaction between users and the system. Therefore, it is necessary to involve the teams to know the needs of prototyping applications. Based on literature studies and conducting prior research, analyzing and evaluating the techniques, methods, and tools used will support the process of making prototype Gebbuk application interface. Design method is used to determine the level of website improvement needs from the user interface and in providing suggestions for improvement based on the critical level priority of a website. The analysis is done to know the extent of user experience level in terms of usability of Gebbuk website and mobile users at this time and as material improvement for progress in terms of user experience.

Keywords: *e-marketplace, user interface, user experience, interface, usability*