

Abstract

As information technology develops, the trend of accessing the Internet through mobile devices is highly developed. This causes the website must able to adjust to the limitations and capabilities of the mobile device for the sake of maintaining the user experience. However, currently there is one website that is not responsive to user devices, namely the website of one of the cinema networks in Indonesia, CGV Cinemas, which has a system usability scale (SUS) score of 47.5 and has an 'F'score and 'not acceptable' predicate and also has a bad value on aspects of Attractiveness, Efficiency, and Novelty when tested using a user experience questionnaire (UEQ) when accessed by mobile devices. Therefore the solution used to overcome the bad user experience is responsive web design with mobile-first strategy. Responsive web design with mobile-first strategy can make the website adjust to its accessing devices, and the focus of website development switches to mobile devices according to the CGV website condition. In this study, responsive web design was implemented with mobile-first strategy to make prototype recommendations and tested using a system usability scale (SUS) and user experience questionnaire (UEQ). The results of the prototype built by applying the solution have a much better SUS score of 82.5 that gets an A value and also has better predicate in 6 aspects in UEQ when accessed using a mobile device.

Keywords: *Mobile-First, Responsive Web Design, User Interface, User Experience, Usability*
