

Abstract

Housewives as lay users who do not work outside the home at this time are considered not productive in financial terms because it only depends on the husband's income. This housewife needs activities that can increase income and productivity in financial terms. One effort that can be done is to sell products owned by housewives as lay users. Currently, the trend of selling has shifted from an offline store to an online store, one of them through the m-commerce application. However, because the ability of housewives to operate m-commerce applications is not good so that housewives are less able to take advantage of m-commerce that already exists today as a medium of selling online. This raises the emergence of problems of interaction patterns that have not been able to communicate design well for housewives as lay users. So that the analysis of interaction patterns is needed as a guideline in designing the user interface. Analysis of interaction patterns using the User Centered Design (UCD) approach. The UCD approach is chosen because it is an approach that can help lay users find better design solutions. Interaction design testing is done by Testing Based Usability Testing using questionnaires. Where testing of the factors measured is useful, effective, learnable, Memorable, helpful, engaging is expected to get good value. The result of this study is the Interaction Design Pattern pattern on m-commerce that is suitable for housewives in the case study environment.

Keywords: Interaction Design Pattern, M-commerce, User Centered Design