

ABSTRACT
ANALYSIS AND DESIGN OF PROTOTYPE BUKALAPAK MOBILE
APPLICATION USING INCLUSIVE DESIGN TO INCREASE
ACCESSIBILITY FOR PATIENTS WITH DISABILITY OF VISION

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Bukalapak is an e-commerce by young Indonesians that provides a place for SMEs who want to sell online. Bukalapak comes in two platforms, web application and mobile application. Mobile applications have several advantages over web applications, besides being easy to carry due to device factors, mobile applications are more stable and look simpler than web applications. However, all these advantages are not necessarily felt by everyone, such as users with visual impairments. So it is necessary to increase accessibility to the Bukalapak mobile application so that it can be used by users with visual impairments such as low vision.

In this study, an analysis of the appearance of the Bukalapak application will be conducted and will be developed using the inclusive design method and following the WCAG 2.1 guidelines and Mobile Accessibility W3C, and prototype testing will be conducted using SUS and SEQ. The process of making a prototype is based on the results of interviews conducted with users with disabilities. After the prototype is finished, the testing process with SUS and SEQ with SUS results is 77.5, based on the SUS Acceptability rating, it means the prototype can be accepted by the user. Whereas based on SEQ, the majority of assessments stated that it was very easy to use in each function.

Keywords: User Experience, Inclusive Design, WCAG 2.1.