

## DAFTAR ISI

ABSTRAK.....	ii
ABSTRACT.....	iv
LEMBAR PENGESAHAN .....	vi
LEMBAR PERNYATAAN ORISINALITAS .....	vii
LEMBAR PERSEMBAHAN .....	viii
KATA PENGANTAR .....	ix
DAFTAR ISI.....	x
DAFTAR GAMBAR .....	xiv
DAFTAR TABEL.....	xvi
DAFTAR LAMPIRAN.....	xvii
DAFTAR ISTILAH .....	xviii
BAB I PENDAHULUAN.....	1
I.1 Latar Belakang .....	1
I.2 Perumusan Masalah.....	4
I.3 Tujuan Penelitian.....	4
I.4 Batasan Penelitian .....	4
I.5 Manfaat Penelitian.....	5
I.6 Sistematika Penulisan.....	5
BAB II TINJAUAN PUSTAKA .....	7
II.1 <i>e-Business</i> .....	7
II.2 <i>Digital Business</i> .....	7
II.3 <i>e-Marketplace</i> .....	7
II.4 <i>User Experience</i> .....	8
II.5 <i>User Experience Research</i> .....	8
II.6 <i>Business Model Canvas</i> .....	9

II.7	<i>Unified Modelling Language (UML)</i> .....	10
II.8	<i>Design Thinking</i> .....	11
II.8.1	<i>Empathize</i> .....	12
II.8.2	<i>Define</i> .....	12
II.8.3	<i>Ideate</i> .....	12
II.8.4	<i>Prototype</i> .....	12
II.8.5	<i>Test</i> .....	12
II.8.6	<i>Implement</i> .....	13
II.9	<i>Empathy Map</i> .....	13
II.10	<i>Problem Statement</i> .....	13
II.11	<i>Invision Freehand</i> .....	14
II.12	<i>Figma</i> .....	14
II.13	<i>HTML</i> .....	14
II.14	<i>CSS</i> .....	15
II.15	<i>Javascript</i> .....	15
II.16	<i>Bootstrap</i> .....	15
II.17	<i>Usability dan Komponennya</i> .....	15
II.18	<i>Usability Testing</i> .....	16
II.19	<i>Usability Issue</i> .....	16
II.20	<i>Retrospective Think Aloud</i> .....	17
II.21	<i>Black Box Testing</i> .....	17
II.22	<i>Penelitian Terdahulu</i> .....	19
BAB III	<b>METODOLOGI PENELITIAN</b> .....	21
III.1	<i>Kerangka Pemecahan Masalah / Pengembangan Model Konseptual</i> ..	21
III.2	<i>Sistematika Penyelesaian Masalah</i> .....	22
III.2.1	<i>Tahap Awal</i> .....	23

III.2.2	<i>Empathize</i> .....	24
III.2.3	<i>Define</i> .....	24
III.2.4	<i>Ideate</i> .....	24
III.2.5	<i>Prototype</i> .....	24
III.2.6	<i>Testing</i> .....	25
III.2.7	<i>Implement</i> .....	25
III.2.8	Tahap Akhir .....	25
III.3	Pengumpulan Data .....	25
III.4	Pengolahan Data .....	27
III.5	Metode Evaluasi .....	28
BAB IV	Analisis dan Perancangan .....	29
IV.1	Analisis dan Perancangan Bisnis.....	29
IV.1.1	Analisis Model Bisnis .....	29
IV.1.2	Analisis Kelayakan Bisnis .....	32
IV.1.3	Analisis Kompetitor .....	35
IV.1.4	Analisis Proses Bisnis .....	36
IV.2	Analisis dan Perancangan Solusi.....	38
IV.2.1	<i>Empathize</i> .....	38
IV.2.2	<i>Define</i> .....	42
IV.2.3	<i>Ideate</i> .....	44
BAB V	IMPLEMENTASI DAN PENGUJIAN .....	50
V.1	Prototype .....	50
V.1.1	<i>Wireframe</i> Invision .....	50
V.1.2	Prototipe Figma.....	55
V.2	<i>Test</i> .....	64
V.2.1	<i>Usability Testing</i> .....	64

V.3	<i>Implement</i> .....	68
V.3.1	Hasil <i>Front-end</i> .....	69
V.3.2	Blackbox Testing .....	70
BAB VI	KESIMPULAN DAN SARAN .....	76
V.4	Kesimpulan.....	76
V.5	Saran dan Rekomendasi .....	77
Daftar Pustaka	.....	78
LAMPIRAN	.....	81