ABSTRACT

USER INTERFACE DESIGN OF WEBSITE ROLL AS ONLINE MARKETPLACE FOR PHOTOGRAPHER RENTAL USING USER CENTERED DESIGN METHOD

By

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The very rapid development of the internet has produced many benefits for many people. In its development, many people use it as a medium for social networking, information retrieval, and other needs that can be resolved quickly and accurately. Therefore, the current information technology cannot be left to contribute significantly to the activities of today's society. In businesses based on hobbies such as a photograph, the use of Information Technology is very helpful in supporting the smooth running of the business, although currently, it has several obstacles. One of the obstacles in this business is experiencing difficulties because they do not have a very influential platform/client to market their name. In terms of service providers, people who want to use photography services that are already popular today have difficulty contacting them and other things. To overcome these problems, it is necessary to build a market and order photography services website called Roll. In developing this website, user interface design is carried out using the User-Centered Design (UCD) method, then tested by comparing the scores of existing websites and redesigning the website using the Usability Testing and System Usability Scale (SUS) methods as testing standards. Based on the tests carried out, the results obtained from the website designs are 54 for design A and 70.3 for design B. Then the redesign process was carried out on design B and retesting, the result was 81.5.

Keyword: Photography, User Interface, User-Centered Design, System Usability Scale