

DAFTAR ISI

ABSTRAK	i
<i>ABSTRACT</i>	ii
LEMBAR PENGESAHAN	iii
LEMBAR PERNYATAAN ORISINALITAS	iv
KATA PENGANTAR	v
DAFTAR ISI	vii
DAFTAR GAMBAR	xii
DAFTAR TABEL	xiv
DAFTAR LAMPIRAN	xvi
DAFTAR ISTILAH	xix
BAB I PENDAHULUAN	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah	4
I.3 Tujuan Penelitian	4
I.4 Batasan Penelitian	5
I.5 Manfaat Penelitian	5
I.6 Sistematika Penulisan	6
BAB II TINJAUAN PUSTAKA	8
II.1 Aplikasi <i>Mobile</i>	8
II.2 <i>User Interface</i>	9
II.3 <i>User Experience</i>	9
II.4 Tipe Kepribadian DISC	9
II.5 <i>Design Thinking</i>	11
II.6 <i>User Centered Design</i>	13
II.7 <i>Material Design</i>	14

II.7.1	<i>Layout</i>	14
II.7.2	<i>Color</i>	15
II.7.3	<i>Typography</i>	15
II.8	<i>Empathy Map</i>	16
II.9	<i>User Persona</i>	16
II.10	<i>Usability Testing</i>	17
II.11	<i>User Acceptance Testing</i>	17
II.12	<i>System Usability Scale</i>	17
II.13	<i>Figma</i>	18
II.14	<i>Visual Studio Code</i>	19
II.15	<i>React Native</i>	19
II.16	<i>Hypertext Markup Language</i>	19
II.17	<i>Cascading Style Sheet</i>	20
II.18	<i>JavaScript</i>	20
II.19	<i>JavaScript XML</i>	20
II.20	<i>StyleSheet</i>	21
II.21	<i>Diagram Unified Modeling Language</i>	21
II.21.1	<i>Use Case Diagram</i>	21
II.21.2	<i>Activity Diagram</i>	22
II.21.3	<i>Sequence Diagram</i>	23
II.21.4	<i>Class Diagram</i>	24
II.22	<i>Penelitian Terdahulu</i>	25
BAB III	METODOLOGI PENELITIAN	28
III.1	<i>Model Konseptual</i>	28
III.2	<i>Sistematika Penyelesaian Masalah</i>	30
III.3	<i>Pengumpulan Data</i>	31

III.4	Proses Pengembangan Produk	32
III.5	Alasan Pemilihan Metode	32
BAB IV	ANALISIS DAN PERANCANGAN	34
IV.1	Analisis Proses Bisnis	34
IV.1.1	Proses Bisnis <i>Eksisting</i>	34
IV.1.2	<i>Gap Analysis</i>	38
IV.1.3	Proses Bisnis <i>Targeting</i>	39
IV.2	<i>Empathize</i>	43
IV.2.1	<i>Empathy Map</i>	43
IV.3	<i>Define</i>	44
IV.3.1	<i>User Persona</i>	45
IV.3.2	Customer Journey Map	45
IV.3.3	<i>How Might We</i>	46
IV.4	<i>Ideate</i>	47
IV.4.1	Pengumpulan Ide dan Solusi	47
IV.4.2	<i>Impact and Effort Matrix</i>	48
IV.4.3	Use Case Diagram	49
IV.4.4	<i>User Scenario</i>	50
IV.4.4.1	<i>User Scenario</i> Daftar	50
IV.4.4.2	<i>User Scenario</i> Masuk	51
IV.4.4.3	<i>User Scenario</i> Reservasi Online	51
IV.4.4.4	<i>User Scenario</i> Riwayat	52
IV.4.4.5	<i>User Scenario</i> Detail Layanan	52
IV.4.4.6	<i>User Scenario</i> Artikel Kesehatan	52
IV.4.4.7	<i>User Scenario</i> Kontak	53
IV.4.4.8	<i>User Scenario</i> Profil	53

<i>Activity Diagram</i>	53
IV.4.4.9 <i>Activity Diagram</i> Daftar	54
IV.4.4.10 <i>Activity Diagram</i> Masuk.....	55
IV.4.4.11 <i>Activity Diagram</i> Reservasi Online	56
IV.4.4.12 <i>Activity Diagram</i> Riwayat.....	56
IV.4.4.13 <i>Activity Diagram</i> Detail Layanan	57
IV.4.4.14 <i>Activity Diagram</i> Artikel Kesehatan	58
IV.4.4.15 <i>Activity Diagram</i> Kontak	58
IV.4.4.16 <i>Activity Diagram</i> Profil.....	59
IV.4.5 Sequence Diagram	59
IV.4.5.1 <i>Sequence Diagram</i> Daftar.....	60
IV.4.5.2 <i>Sequence Diagram</i> Masuk	60
IV.4.5.3 <i>Sequence Diagram</i> Reservasi Online	61
IV.4.5.4 Sequence Diagram Riwayat.....	61
IV.4.5.5 <i>Sequence Diagram</i> Detail Layanan	61
IV.4.5.6 Sequence Diagram Artikel Kesehatan	62
IV.4.5.7 <i>Sequence Diagram</i> Kontak	62
IV.4.5.8 <i>Sequence Diagram</i> Profil.....	62
IV.4.6 Class Diagram	63
IV.4.7 User Interface Style Guideline	63
IV.4.7.1 Color Pallete	64
IV.4.7.2 Typography	65
IV.4.7.3 Shapes	66
IV.5 Low Fidelity	67
BAB V IMPLEMENTASI DAN PENGUJIAN	74
V.1 Prototype	74

V.1.1	<i>High Fidelity</i>	75
V.2	<i>Testing</i>	85
V.2.1	<i>Usability Testing</i>	85
V.2.1.1	<i>Skenario Usability Testing</i>	86
V.2.1.2	<i>Hasil Usability Testing</i>	87
V.2.1.3	<i>Hasil Skor Single Ease Question</i>	88
V.3	<i>Iterative Design</i>	89
V.3.1	<i>Feedback Grid</i>	89
V.3.2	<i>Iterative Design Prototype</i>	90
V.4	<i>Implementasi Front-end</i>	91
V.5	<i>User Acceptance Testing</i>	97
V.6	<i>System Usability Scale</i>	98
BAB VI	KESIMPULAN DAN SARAN	100
VI.1	Kesimpulan	100
VI.2	Saran	101
DAFTAR PUSTAKA	102
LAMPIRAN	107