

ABSTRACT

Kiddy.id is a marketplace for online rental services for toys and baby equipment, aiming to make it easier for mothers who want to have children's needs without having to buy goods at a fairly expensive price and not think about the place for items that are no longer used by their children. Currently, the Kiddy.id website has problems related to the complexity of features that cannot be used and the rental flow which is still quite complicated, causing the number of users of the kiddy.id website to remain low. In addition, there are complaints from kiddy.id users regarding the appearance of the User Interface with the distance between components that are too far away and some features that cannot be used, especially in the favorite item feature. This research conducts usability testing to explore problems and overcome them so that they can continue to grow. The usability testing techniques used in this research are Retrospective Think Aloud (RTA) and Performance Measurement by measuring effectiveness and efficiency parameters. The testing process was carried out twice, first to assess the level of usability on the kiddy.id website by working on the tasks that have been given to find out the problems and get insight so that design improvements are made in the form of prototypes and second to measure the results of design improvements so as to get usability values. The results of the usability value have increased in the effectiveness parameter of the new user category by 27% and the user category by 16% and for the efficiency parameter in the new user category which is 0.0050goals/sec and the user category is 0.00296goals/sec. The increase in parameters in the tests that have been carried out shows that the test has succeeded in getting insight and can overcome the problem.

Keywords: Retrospective Think Aloud, usability evaluation, Performance Measurement.