

ABSTRACT

Liliput Edu Toys is a toy shop that intend to build an e-commerce as a business alternative. User interface convenience is one way to quantify the success of website e-commerce. Sadly, Liliput Edu Toys doesn't have any User Experience model to support the user interface convinience.

To fulfill the UI that fit for user need, some approach may be needed to get the characteristic of user, by getting the strategy with the Liliput Edu Toys' owner, and some user research so that we can have the owner need, user behavior and motivation. At the first stage, to analyze the strategy and research do this following step. First, storyboard sketch that use to representate the user interaction. After that, the storyboard was built after the conceptual model was built. By this method, wireframe is the technique that choosen, so that the content that user need can be fulfill. At the end of the stage, the user satisfaction and e-commerce usability was tested to assure that the design has achieved the user interface convenience.

The goals of this research is to get the User Experience model and UI that representate by mock-up website that fulfill the user interface convenience.

Key Word: User Interface, User Experience, Paper Prototyping, Usability