

ABSTRACT

The growth of SMEs in Indonesia is growing rapidly. The franchise, which is one of the SME sectors, has a growth of 8% -10% every year. So that the franchise development is used as an alternative business development in Indonesia. The opportunity presents many e-marketing platforms to help franchisees in marketing, but in practice does not pay attention to user needs so the solutions provided are not on target. This study focuses on the development of a user experience (UX) franchise marketing system at Kakilima startups using the five plane user experience elements method, method selection is based on the characteristics of user experience implementation that are linear to the business strategy of the sidewalk. The development begins with an analysis of user needs and stakeholder business objectives in the strategy plane section. In the scope plane, determining functional features and specifications is carried out. Designing interactions and task analysis using the Unified Modeling Language (UML) is done on the plane structure. Low fidelity and high fidelity prototypes are made in the skeleton plane and surface plane to produce outputs such as wireframes and prototypes that can be operated. Evaluation is done using usability testing with think-aloud techniques. The results of the evaluation produced suggestions for the development of prototypes towards the development of the Kakilima e-marketing platform that could meet the franchise's marketing needs.

Keywords: user experience, franchise, e-marketing, five planes experience, SME