Abstract

Currently, when using internet become increase, trade electronically (e-commerce) should be conducted by various other businesses in many segments. But there still found a lot of *website*s which having low *usability* that made this *website* could not reach the initial goal from the beginning. Whereas many found the fact that low *usability* on a *website* have a negative impact, one of them is making the visitors *website* will not return at the *website*.

User Centered Design (UCD) came up with the concept of developing a product to carry either software (*website*) as well as the hardware-oriented *user*s, expected to form a level of *usability* of the product to be high. UCD in this case try to increase the level of *usability*. Basic rate *usability* size include: effectiveness, efficiency, satisfaction. The application is done by carrying out the activity of UCD's activity by using the UCD's method that exists. These methods include: interview, questionnaire, prototyping, and *usability* testing on evaluation step.

Keywords: e-Commerce, *User* Centered Design (UCD), *usability*, *usability* testing