

# Daftar Isi

Lembar Pernyataan .....	i
Lembar Pengesahan.....	ii
Abstrak .....	iii
<i>Abstract</i> .....	iv
Lembar Persembahan .....	v
Kata Pengantar .....	vi
Daftar Isi.....	vii
Daftar Gambar.....	ix
Daftar Tabel .....	xi
<b>BAB 1. Pendahuluan .....</b>	<b>1</b>
1.1 Latar Belakang .....	1
1.2 Perumusan Masalah.....	2
1.3 Tujuan .....	3
1.4 Metodologi.....	3
<b>BAB 2. Kajian Pustaka.....</b>	<b>5</b>
2.1 <i>E-Commerce</i> .....	5
1. Pengertian <i>E-Commerce</i> .....	5
2. Jenis <i>E-Commerce</i> .....	5
2.2 <i>E-Commerce</i> menurut Islam.....	5
2.3 Konsep Halal.....	7
2.4 <i>User Experience</i> .....	7
2.5 <i>User Interface Design Pattern</i> .....	7
2.6 <i>User Interface</i> .....	9
2.7 <i>User Centered Design</i> .....	10
2.8 <i>Qualitative Research</i> .....	11
2.9 <i>Hierarchical Task Analysis</i> .....	12
2.10 <i>Usability Testing</i> .....	14
2.11 <i>User Experience Questionnaire</i> .....	14
2.12 <i>User Persona</i> .....	15
2.13 <i>Wireframe</i> .....	16
2.14 <i>Mockup</i> .....	17
2.15 Prototyping .....	18
2.16 Model Konseptual .....	19
<b>BAB 3. Metodologi dan Desain Sistem .....</b>	<b>20</b>
3.1 Tahapan Penelitian .....	20
3.2 Collecting Previous Design Solution.....	20

3.2.1	Mendefinisikan ruang masalah .....	21
3.2.2	Merancang solusi desain .....	23
3.2.3	Mengumpulkan solusi desain dari aplikasi yang sudah ada .....	25
<b>3.3</b>	<b>User Research .....</b>	<b>39</b>
3.3.1	Pengumpulan Data .....	39
3.3.2	Analisis Konteks Pengguna .....	42
3.3.3	Analisis Kebutuhan Pengguna .....	45
<b>3.4</b>	<b>Creating New Design Solution .....</b>	<b>58</b>
3.4.1	Model Konseptual .....	58
3.4.2	Wireframe .....	64
3.4.3	Mockups .....	69
<b>BAB 4.</b>	<b>Implementasi, Pengujian, dan Analisis .....</b>	<b>70</b>
<b>4.1</b>	<b>Prototyping .....</b>	<b>70</b>
<b>4.2</b>	<b>Testing Design Solution .....</b>	<b>72</b>
4.2.1	Testing Based Usability Testing .....	73
4.2.2	Testing Individual <i>Design Pattern</i> .....	83
<b>BAB 5.</b>	<b>Kesimpulan dan Saran .....</b>	<b>84</b>
<b>5.1</b>	<b>Kesimpulan .....</b>	<b>84</b>
<b>5.2</b>	<b>Saran .....</b>	<b>84</b>
<b>Daftar Pustaka .....</b>		<b>85</b>
<b>LAMPIRAN 1.</b>	<b><i>Kuesioner .....</i></b>	<b>88</b>
<b>LAMPIRAN 2.</b>	<b><i>Daftar Interview Pengguna .....</i></b>	<b>91</b>
<b>LAMPIRAN 3.</b>	<b><i>Dokumen Persetujuan Responden .....</i></b>	<b>92</b>
<b>LAMPIRAN 4.</b>	<b><i>UEQ Oleh Responden .....</i></b>	<b>94</b>
<b>LAMPIRAN 5.</b>	<b><i>UI Design Pattern .....</i></b>	<b>95</b>
<b>LAMPIRAN 6.</b>	<b><i>Detail User Persona .....</i></b>	<b>107</b>
<b>LAMPIRAN 7.</b>	<b><i>Kesimpulan Wawancara Experts .....</i></b>	<b>113</b>
<b>LAMPIRAN 8.</b>	<b><i>Surat Keterangan Wawancara Experts .....</i></b>	<b>115</b>
<b>LAMPIRAN 9.</b>	<b><i>Wireframe Tampilan Antarmuka .....</i></b>	<b>116</b>
<b>LAMPIRAN 10.</b>	<b><i>Mockup Antarmuka Website Ecommerce .....</i></b>	<b>136</b>