

ABSTRACT

IMPROVEMENT OF PERSONAL SHOPPER USER INTERFACE FEATURES ON THE TITIP MASA WEBSITE USING USER CENTERED DESIGN METHOD

by

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Jasa Titip (Jastip) is an informal service that offers assistance to people who want to buy something but cannot go directly to the place that sells the item. In jastip business, there are two roles, Personal Shopper and Requester. Personal Shopper is a term for someone who works to help others to shop in accordance with what they want, while Requester is a person who entrusts shopping. Currently most jastip businesses are done through Instagram, but jastip fraud is found through Instagram. In response to overcome this problem, a website-based jastip system can be built.

One of the website-based jastip service providers is Titip Masa which can be accessed via titipmasa.id, the services offered by Titip Masa are quite good and have a joint account system that minimizes fraud. Titip Masa has been present since 2019, but the number of Time Period users is still small, to find out the cause of usability testing using the System Usability Scale (SUS). System Usability Scale (SUS) is a valid and reliable usability testing tool. The survey consists of 10 questions, each question has 5 Likert points in response. The results of the usability testing show the usability value is still low, it is necessary to improve the user interface on the website leave the period in accordance with the user's condition in order to increase the usability value.

One design method that can focus on the user is User Centered Design (UCD). User Centered Design is a method that places the user as the main focus on the process of developing a product so as to eliminate ambiguity and develop products according to user needs. After making improvements to the design using the user centered design method, the usability value has increased. Website Titip Masa has a usability value of 64.5 which is in grade C-, after an improvement has increased to 82.5 and is in grade A based on the system score usability scale (SUS).

Keywords : Jastip, User Centered Design, System Usability Scale