ABSTRACT
ANALYSIS AND DESIGN OF BUKALAPAK.COM WEBSITE PROTOTYPE USING AN INCLUSIVE DESIGN TO INCREASE ACCESSIBILITY FOR PEOPLE WITH VISION DISABILITIES

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Bukalapak.com is a startup that is engaged in the online market. With a high percentage of website visitors, Bukalapak.com has succeeded in becoming one of the largest e-commerce sites in Indonesia. Despite having the most site visitors, some users still cannot use it easily because it involves vision especially low vison. Based on the above considerations it is necessary to discuss user interface design (UI) solutions using the results of user experience analysis (UX) that can meet user needs. The importance of UI / UX in application development is to make it easier for users to control applications, get responses from interactions and understand user needs. In designing UI / UX in this study, inclusive design methods can help in the process of making a website, inclusive design methods can increase user accessibility in facilitating direct appearance of a website by supporting WCAG 2.1 guidelines. The results obtained from this study are a design solution on the Bukalapak.com Website Application Prototype that can be accepted by users with an SUS score of 74.58.

Keywords*: UI/UX, Low Vison, Inclusive Design, Bukalapak.com, SUS, WCAG 2.1.*