

ABSTRACT

The health sector, such as pharmacies, is currently growing along with technological developments from year to year. Online drug distribution proves the development of the health sector, especially pharmacies. Besides that, online drug distribution helps pharmacies in increasing sales. Online drug distribution is even supported by a circular letter number HK.02.01/MENKES/303/2020 to prevent the spread of COVID-19. Increasing sales and preventing the spread of COVID-19 certainly needs to be done in all pharmacies, including Sugosha Apotek, which currently does not have an online drug sales application. Based on this problem, Sugosha Apotek requires an online sales application, namely an e-commerce website. In addition to preventing the spread of COVID-19, creating an e-commerce website can help Sugosha Apotek in improving its sales services. User interface and user experience are needed to design an e-commerce website so that the website developed looks attractive and easy to use by users. User-centered design is the design method used. Besides being used for the design process method, the author also uses user-centered design to implement the designs created. User-centered design is an iterative design process that requires designers to focus on users and their needs at every phase of the design process. This study produces the user interface and user experience of the Sugosha Apotek e-commerce website for the seller and buyer section and the front-end for the Sugosha Apotek e-commerce website for the seller. The author uses Usability Testing and System Usability Scale to test the user interface design and user experience of the Sugosha Pharmacy e-commerce website. Test resulted in the design of the seller's section produces designs usability is good, and the buyer's section's design designs usability is excellent. Then, for the front-end of the e-commerce website, BlackBox testing is carried out, which results in the features running according to the design.

Keywords— User Experience, User Interface, User Centered Design, E-Commerce, pharmacies