LIST OF FIGURES

Figure I.1 Diagram user habits in buying fish products 13
Figure II.1 Vision of a startup (Ries, 2011, p. 11) 23
Figure II.2 Business model e-marketplace (Alfiah & Damayanti, 2020) 26
Figure II.3 Elements of the user experience (Joo, 2017) 28
Figure II.4 Design thinking process (Dam & Siang, 2020) 30
Figure II.5 Three stages of prototype(Pressman, 2014) 32
Figure II.6 Usability testing : flow of information (Nielsen, 2012) 33
Figure II.7 Extreme programming process (Pressman, 2014, p. 74) 39
Figure III.1 Conceptual model 28
Figure III.2 Systematic problem 28
Figure III.3 User persona 34
Figure III.4 User journey map 35
Figure III.5 User flow 36
Figure III.6 Information architecture 36
Figure III.7 Wireframe low fidelity 37
Figure III.8 Wireframe high fidelity 38
Figure IV.1 Respondent ages 62
Figure IV.2 The proportion of respondents who have ever used an online application to purchase a fish product. 62
Figure IV.3 How the respondent feels when buying fish products online 63
Figure IV.4 Respondent who considered e-marketplace to be beneficial. 64
Figure IV.5 Business process existing MSMEs 61
Figure IV.6 Existing business process fish farmer 61
Figure IV.7 Business process targeting of Nufish 61
Figure IV.8 Business Model Canvas 68
Figure IV.9 Top down approach customer 71
Figure IV.10 Use case diagram 185
Figure IV.11 Login activity diagram 210
Figure IV.12 Registration activity diagram 211
Figure IV.13 Logout activity diagram 211
Figure IV.14 View profile activity diagram 212

Figure IV.15 Update profile activity diagram 212
Figure IV.16 View product details activity diagram 213
Figure IV.17 Product search activity diagram 213
Figure IV.18 Give a product review activity diagram 214
Figure IV.19 View cart activity diagram 214
Figure IV.20 Add cart activity diagram 215
Figure IV.21 Place an order activity diagram 215
Figure IV.22 View transactions activity diagram 216
Figure IV.23 View transaction details activity diagram 216
Figure IV.24 Tracking order activity diagram 217
Figure IV.25 View favorite products activity diagram 218
Figure IV.26 Add favorite product activity diagram 218
Figure IV.27 Delete favorite product activity diagram 219
Figure IV.28 User's activity to open a strore diagram 220
Figure IV.29 Login activity diagram 220
Figure IV.30 Logout activity diagram 221
Figure IV.31 View profile activity diagram 221
Figure IV.32 Update profile activity diagram 222
Figure IV.33 View store activity diagram 222
Figure IV.34 Update store activity diagram 223
Figure IV.35 View Products activity diagram 223
Figure IV.36 Add product activity diagram 224
Figure IV.37 Update product activity diagram 224
Figure IV.38 Delete product activity diagram 225
Figure IV.39 Product search activity diagram 225
Figure IV.40 View cart activity diagram 226
Figure IV.41 Add cart activity diagram 226
Figure IV.42 Delete cart activity diagram 227
Figure IV.43 Place an order activity diagram 228
Figure IV.44 View transactions activity diagram 229
Figure IV.45 Transaction details activity diagram 229
Figure IV.46 Tracking order activity diagram 230

Figure IV.47 Product purchase validation activity diagram 230
Figure IV.48 upload receipt activity diagram 231
Figure IV.49 View favorite products activity diagram 231
Figure IV.50 Add favorite product activity diagram 232
Figure IV.51 Delete favorite product activity diagram 232
Figure IV.52 Login activity diagram 233
Figure IV.53 Logout activity diagram 233
Figure IV.54 View user data activity diagram 234
Figure IV.55 Update user data activity diagram 234
Figure IV.56 Store validation activity diagram 235
Figure IV.57 View store data activity diagram 236
Figure IV.58 Update store data activity diagram 236
Figure IV.59 View transactions activity diagram 237
Figure IV.60 View transaction details activity diagram 237
Figure IV.61 Payment validation activity diagram 238
Figure V.1 Emphaty map fish farmer and MSMEs 244
Figure V.2 Emphaty map buyer 246
Figure V.3 User persona seller MSMEs 247
Figure V.4 User persona seller fish farmer 248
Figure V.5 User persona buyer 248
Figure V.6 User journey map customer 249
Figure V.7 Profile user flow 250
Figure V.8 Category user flow 251
Figure V.9 Manage cart user flow 251
Figure V.10 Contact us user flow 251
Figure V.11 Wishlist user flow 252
Figure V.12 Create new store user flow 252
Figure V.13 Manage profile user flow 252
Figure V.14 Input new product user flow 252
Figure V.15 Managing product user flow 253
Figure V.16 Information architecture home 253
Figure V.17 Information architecture profile 254

Figure V.18 Information architecture product 255
Figure V.19 Information architecture category 256
Figure V.20 Information architecture about us 256
Figure V.21 Information architecture cart 257
Figure V.22 Information architecture wishlist 257
Figure V.23 Information architecture contact us 258
Figure V.24 Information architecture my store 258
Figure V.25 Information architecture my product 259
Figure V.26 Success rate scenario task customer 263
Figure V.27 Success task seller diagram 265
Figure V.28 Profile user flow 269
Figure V.29 Create new store user flow 269
Figure V.30 Transaction User Flow 270
Figure V.31 Tracking order user flow 270
Figure V.32 Pick up package user flow 270
Figure V.33 Information architecture home 271
Figure V.34 Information architecture my order 271
Figure V.35 Success rate scenario task customer 274
Figure V.36 Success rate of scenario task seller 277
Figure V.37 Tracking feature user flow 279
Figure V.38 Chat user flow 279
Figure V.39 Information architecture product 280
Figure V.40 Information architecture chat 280
Figure V.41 Information architecture tracking order 281
Figure V.42 Low fidelity sign up 282
Figure V.43 High Fidelity sign up 282
Figure V.44 Low fidelity sign in 283
Figure V.45 High fidelity sign in 283
Figure V.46 Low fidelity homepage 284
Figure V.47 High fidelity homepage 285
Figure V.48 Category prototype low fidelity 286
Figure V.49 Category prototype high fidelity 287

Figure V.50 Low fidelity about us 288
Figure V.51 High fidelity about us 289
Figure V.52 Low fidelity contact us 290
Figure V.53 High fidelity contact us 291
Figure V.54 Low fidelity profile 292
Figure V.55 High fidelity profile 293
Figure V.56 Low fidelity edit profile 294
Figure V.57 High fidelity edit profile 295
Figure V.58 Low fidelity my order 296
Figure V.59 High fidelity my order 296
Figure V.60 Low fidelity my order detail 297
Figure V.61 High fidelity my order detail 297
Figure V.62 Low fidelity chat 298
Figure V.63 High fidelity chat 298
Figure V.64 Low fidelity chat detail 299
Figure V.65 High fidelity chat detail 300
Figure V.66 Low fidelity empty cart 300
Figure V.67 High fidelity empty cart 301
Figure V.68 Low fidelity cart page 302
Figure V.69 High fidelity cart page 302
Figure V.70 Low fidelity wishtlist 303
Figure V.71 High fidelity wishtlist 304
Figure V.72 Low fidelity product detail 305
Figure V.73 High fidelity product detail 306
Figure V.74 Low fidelity create store 307
Figure V.75 High fidelity create store 307
Figure V.76 Low fidelity my store 308
Figure V.77 High fidelity my store 309
Figure V.78 Low fidelity edit my store 310
Figure V.79 High fidelity edit my store 311
Figure V.80 Low fidelity my product page 312
Figure V.81 High fidelity my product page 313

Figure V.82 Low fidelity add product 314
Figure V.83 High fidelity add product 314
Figure V.84 Low fidelity edit product 315
Figure V.85 High fidelity edit product 316
Figure V.86 Low fidelity checkout 317
Figure V.87 High fidelity checkout page 317
Figure V.88 Low fidelity order tracking 318
Figure V.89 High Fidelity Order Tracking 318
Figure V.90 Low fidelity product confirmation 319
Figure V.91 High fidelity product confirmation 319
Figure V.92 Low fidelity pickup package 320
Figure V.93 Low fidelity pickup package 320
Figure V.94 Success rate of scenario task customer 322
Figure V.95 Success rate of scenario task seller 323
Figure V.96 SUS assessment chart 325