DAFTAR ISI

Daftar Isi i

Daftar Gambar v

Daftar Tabel viii

Daftar Lampiran x

Daftar Istilah xi

Bab I Pendahuluan 1

I.1 Latar Belakang 1

I.2 Perumusan Masalah 3

I.3 Tujuan Penelitian 3

I.4 Batasan Penelitian 3

I.5 Manfaat Penelitian 4

Bab II Tinjauan Pustaka 5

II.1 Usaha Mikro Kecil dan Menengah (UMKM) 5

II.2 Website 6

II.3 HTML (*Hyper Text Markup Language*) 6

II.4 User Interface/User Experience (UI/UX) 7

II.5 Figma 8

II.6 *Survey* 8

II.7 Affinity Diagran 9

II.8 Usability Testing 9

II.9 *User – Centered Design* 11

II.10 Task Analysis 12

II.11 User Flow 13

II.12 User Journey 14

II.13 *Story Boarding* 14
II.14 *Persona* 15
II.15 *Functional Requirements* 16
II.16 *Use Case Diagram* 16
II.17 *Prototyping* 17
II.18 *Visual Studio Code* 19
II.19 *Draw.Io* 19
II.20 Perbandingan Kerangka Kerja 19
BAB III Metodologi Penelitian 20
III.1 Model Konseptual 20
III.2 Sistematika Penyelesaian Masalah 20
III.3 Pengumpulan Data 22
III.4 Pengolahan Data atau Pengembangan Produk/Artifak 23
III.5 Metode Evaluasi 23
III.6 Alasan Pemilihan Metode 24
BAB IV analisis dan perancangan 25
IV.1 *Reasearch User* 25
IV.I.I Wawancara 25
IV.I.2 Proses Bisnis Eksiting 29
IV.I.3 *GAP Analysis* 30
IV.I.4 *Affinity Diagram* 31
IV.I.5 *Task Analysis* 32
IV.I.6 User, Use Diagram and Persona 33
IV.I.6.I Use Journey 33
IV.I.6.2 User Flow 33
IV.I.6.3 *Persona* 37

IV.I.6.4 *StoryBoarding* 38
IV.2 Asses the Situation dan Balance & Filter Feature 42
IV.2.1 Functional Analysis 42
IV.2.2 Content Analysis 49
IV.2.3 Tema dan Konsep 49
IV.2.4 Dashboard 50
IV.2.5 UMKM Terdaftar 50
IV.2.6 Data UMKM 51
IV.2.7 Laporan Penjualan UMKM 52
IV.2.8 Komplain UMKM 52
IV.2.9 Produksi UMKM 53
IV.2.10 Aktivitas UMKM 54
IV.3 Build Out an Operative Image 54
IV.3.1 Paper *Prototyping* 54
IV.4 Wireframe 61
IV.5 Hi-Fi (*High fidelity)* 69
BAB V PENGUJIAN DAN EVALUASI 81
V.1Rencana Pengujian 81
V.2 Tujuan Pengujian 81
V.3 Profile Sample 81
V.4 Lokasi dan Jadwal 82
V.5 Skenario Pengujian 82
V.6 Pengujian 82
V.6.1 Paper Prototyping Testing 83
V.6.2 Wireframe Testing 83
V.6.3 Beta Testing Version 85

V.6.4 Final Testing Version 98
BAB VI KESIMPULAN DAN SARAN 110
V.I Kesimpulan 110
V.2 Saran 111
Daftar Pustaka 112