

ABSTRACT

Rempah Opung is a business engaged in selling spices for more than 10 years. Spices that are sold have a variety of dry and wet spices. Dried spices such as cardamom, cloves, dried chilies and cinnamon. Wet spices like green chilies, curly chilies, and red chilies. Rempah Opung, until now, the sale and purchase of spices uses a conventional transaction system. The transaction is carried out face to face between the trader and the buyer until a sale and purchase agreement is reached. The downside of this transaction is that the buyer has to come to the Rempah Opung shop to see the quality of the spices, check the stock of the spices, and inquire about the price of the spices. So this website-based information system aims to help consumers to check the stock and price of spices. For Rempah Opung, the aim is to increase the sale value of spices. The Rempah Opung website design uses the user-centered design method. Based on the results of user experience analysis to determine user needs. The results of usability testing carried out by 20 participants obtained the SUS score in the third iteration of 74. This value is defined in adjective ratings with Excellent results, grade scale B, and acceptable, and the completion rate of the four tasks shows 100%. This score which is used as feedback will be the main design for further development of the Rempah Opung website.

Keywords : User-Centered Design , User Experience,