DAFTAR ISI

Abstrak i

Abstract ii

Lembar Pengesahan iii

Lembar Orisinalitas iv

Kata Pengantar v

Daftar Isi vi

Daftar Gambar xii

Daftar Tabel xv

Daftar Lampiran xviii

Daftar Istilah xx

BAB I Pendahuluan 1

I.1 Latar Belakang 1

I.2 Perumusan Masalah 7

I.3 Tujuan Penelitian 7

I.4 Batasan Penelitian 7

I.5 Manfaat Penelitian 8

BAB II Tinjauan Pustaka 9

II.1 Olahraga 9

II.2 *Sport Center* 10

II.3 *User Interface* 10

II.4 *User Experience* 12

II.5 *Design Principle* 12

II.6 *Gestalt Principle* 13

II.7 Metode Desain 14

II.7.1 Design Thinking 14

II.7.1.1 Emphatize 15
II.7.1.2 Define 16
II.7.1.3 Ideate 18
II.7.1.4 Prototype 20
II.7.1.5 Testing 21
II.7.2 UCD (User Centered Design) 21
II.7.3 ACD (Activity Centered Design) 22
II.7.4 GDD (Goal Directed Design) 23
II.8 *Design System* 24
II.8.1 Material Design 25
II.9 *Software* yang Digunakan 25
II.9.1 Figma 25
II.9.2 Miro 25
II.9.3 Visual Studio Code 26
II.9.4 ReactJS 26
II.9.5 Tailwind CSS 26
II.9.6 Google Form 26
II.10 Metode Pengujian *Usability* 27
II.10.1 Usability Testing 27
II.10.2 Single Ease Question (SEQ) 27
II.10.3 Net Promoter Score (NPS) 29
II.10.4 System Usability Scale (SUS) 30
II.11 Penelitian Terdahulu 34
II.12 Penelitian Saat Ini 43
II.13 Alasan Pemilihan Metode 44
BAB III Metodologi Penelitian 46

III.1 Model Konseptual 46
III.2 Sistematika Penyelesaian Masalah 47
III.2.1 Pendahuluan 48
III.2.2 Tahap Design Thinking 49
III.2.2.1 Emphatize 49
III.2.2.2 Define 49
III.2.2.3 Ideate 50
III.2.2.4 Prototype 50
III.2.2.5 Testing 50
III.2.3 Tahap Penutup 51
III.3 Pengumpulan Data 51
III.4 Pengolahan Data atau Pengembangan Produk / Artifak 51
III.5 Metode Evaluasi 52
BAB IV Analisis Dan Perancangan 54
IV.1 Empathize 54
IV.1.1 Analisis Kompetitor 54
IV.1.2 User Survei 55
IV.1.3 User Interview 57
IV.1.3.1 Tahapan Wawancara Pengunjung BIC 57
IV.1.3.2 Tahapan Wawancara Pengelola BIC 59
IV.1.4 User Empathy Map 62
IV.1.4.1 User Emphaty Map Pengunjung BIC 63
IV.1.4.2 User Emphaty Map Pengelola BIC 64
IV.2 *Define* 66
IV.2.1 User Persona 66
IV.2.1.1 User Persona Pengunjung BIC 67

IV.2.1.2 User Persona Pengelola BIC 68
IV.2.2 Customer Journey Map 69
IV.2.2.1 Customer Journey Map Pengunjung BIC 70
IV.2.2.2 Customer Journey Map Pengelola BIC 72
IV.2.3 Problem Statement 74
IV.3 *Ideate* 76
IV.3.1 Brainstorming 76
IV.3.1.1 Gathering Solution and Idea 77
IV.3.1.2 Voting Solution and Idea 79
IV.3.2 Impact Effort Matrix 83
IV.3.3 Information Architecture 88
IV.3.3.1 Information Architecture Pengunjung BIC 89
IV.3.3.2 Information Architecture Pengelola BIC 92
IV.3.4 User Task Flow 94
IV.3.4.1 User Task Flow Pengunjung BIC 95
IV.3.4.2 User Task Flow Pengelola BIC 100
IV.4 *Prototype* 109
IV.4.1 Low-Fidelity (Wireframe) 109
IV.4.1.1 Low-Fidelity Website Pengunjung BIC 109
IV.4.1.2 Low-Fidelity Website Pengelola BIC 125
IV.4.2 UI Style Guide 138
IV.4.2.1 Logo 138
IV.4.2.2 Tipografi 139
IV.4.2.3 Warna 139
IV.4.2.4 Garis Bantu (Grid) 140
IV.4.2.5 Icon and Button 141

IV.4.2.6 Component Website 141
IV.4.3 High Fidelity 142
IV.4.3.1 High-Fidelity Website Pengunjung BIC 143
IV.4.3.2 High-Fidelity Website Pengelola BIC 155
BAB V Implementasi Dan Pengujian 169
V.1 Implementasi *Front-End* 169
V.1.1 Implementasi Front-End Pengunjung 169
V.1.1.1 Halaman Sign Up 169
V.1.1.2 Halaman Login 169
V.1.1.3 Halaman Booking Fasilitas 170
V.1.1.4 Halaman Ulasan Fasilitas 171
V.1.1.5 Halaman Membership 171
V.1.1.6 Halaman Status Membership 172
V.1.1.7 Halaman Setting Profil 172
V.1.1.8 Halaman Riwayat Booking 173
V.1.1.9 Halaman Riwayat Membership 173
V.1.2 Implementasi Front-End Pengelola 174
V.1.2.1 Halaman Login 174
V.1.2.2 Halaman Dashboard 175
V.1.2.3 Halaman List Booking 175
V.1.2.4 Halaman Tambah Booking 176
V.1.2.5 Halaman Cari Booking 177
V.1.2.6 Halaman List Member 177
V.1.2.7 Halaman Tambah Member 178
V.1.2.8 Halaman Tambah Paket Membership 179
V.1.2.9 Halaman Tambah Fasilitas 179

V.1.2.10 Halaman Tambah Promo 180
V.1.2.11 Halaman Setting Profil 181
V.2 *Usability Testing* 181
V.2.1 Skenario Pengujian Testing 182
V.2.2 Hasil Pengukuran Usability Testing 188
V.2.2.1 Pengukuran System Usability Scale (SUS) 188
V.2.2.2 Pengukuran Single Ease Question (SEQ) 190
V.2.2.3 Pengukuran Net Promoter Score (NPS) 192
V.2.3 Usability Testing Findings and Recommendation 193
V.2.4 Iterasi Desain 215
BAB VI Kesimpulan dan Saran 219
VI.1 Kesimpulan 219
VI.2 Saran 220
Daftar Pustaka 222
Lampiran 233