

DAFTAR TABEL

Tabel 2. 1 Rangkuman Penelitian Terdahulu.....	9
Tabel 3.1 Role dan Pengalaman Evaluator HE.....	13
Tabel 3. 2 Skrip Rencana Observasi.....	14
Tabel 3.3 <i>Research Plan Script</i>	15
Tabel 3.4 <i>Template Chat WhatsApp</i>	16
Tabel 3.5 <i>Kick-off Meeting Google Spreadsheet Document</i>	17
Tabel 3.6 Data dan Referensi untuk Identifikasi <i>Brand McD</i>	23
Tabel 3.7 Tabel Konten Google Form	24
Tabel 3.8 Skala Pengukuran <i>Severity Rating</i>	29
Tabel 4.1 Observasi SSK McDonald's	31
Tabel 4.2 Hasil Observasi SSK McDonald's.....	32
Tabel 4.3 <i>Heuristic Evaluation</i>	33
Tabel 4.4 Tabel Kumpulan Kata Kunci McD.....	35
Tabel 4.5 Tabel Kata Kunci Brand McDonald's	36
Tabel 4.6 <i>Severity Level Visibility of System Status</i>	41
Tabel 4.7 <i>Severity Level Match Between System and the Real World</i>	43
Tabel 4.8 <i>Severity Level User Control and Freedom</i>	45
Tabel 4.9 <i>Severity Level Consistency and Standards</i>	46
Tabel 4.10 <i>Severity Level Error Prevention</i>	47
Tabel 4.11 <i>Severity Level Recognition Rather than Recall</i>	48
Tabel 4.12 <i>Severity Level Flexibility and Efficiency of Use</i>	50
Tabel 4.13 <i>Severity Level Aesthetic and Minimalist Design</i>	53
Tabel 4.14 <i>Severity Level Help Users Recognise, Diagnose, and Recover from Errors</i>	54
Tabel 4.15 Severity Level Help and Documentation.....	55
Tabel 4. 16 Rekomendasi <i>Expert</i> dan Kesesuaianya dengan <i>Brand</i>	56