

ABSTRACT

DESIGN OF USER INTERFACE AND USER EXPERIENCE ON E-COMMERCE WEBSITE USING USER-CENTERED DESIGN METHOD

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Environmental pollution from textile industry waste has led to the emergence of ecoprint technique as an eco-friendly solution to support the eco fashion trend. Cimemo.id, an ecoprint boutique in Purwokerto that was established in 2018, faced challenges in attracting buyers and introducing ecoprint products widely. In addition, Cimemo.id needs a platform that can overcome the existing problems. This research aims to improve the interface and user experience of Cimemo.id e-commerce website using User Centered Design method. The design process involves five stages of UCD and usability testing with 70 respondents determined using the Slovin formula. Evaluation was conducted using System Usability Scale to measure effectiveness, efficiency, and user satisfaction. The results showed an effectiveness rate of 98.36% (very effective), efficiency of 0.184 goals/second (very fast), and SUS score of 87.64 (grade A-Excellent). The front-end website implementation has been tested using black box testing with 'pass' results for all components. The research resulted in an effective interface design that is ready to be further developed with the addition of a back-end system for full functionality implementation.

Keywords: *E-Commerce, Front-end, System Usability Scale, UI/UX, User Centered Design.*