

**Perancangan Antar Muka Website Warna *Bakery* Menggunakan Metode
Five Planes Of Ux (Warna Bakery Website Interface Design Using Method
Five Planes Of Ux)
Pembimbing (1 Orang)**

Mukhamad Angga Gumilang
Study Program of Informatics Engineering
Majoring in Information Technology
Program Studi Teknik Informatika
Jurusan Teknologi Informasi

ABSTRACT

Warna Bakery is a shop that is engaged in the sale of cakes and breads located on Jalan MT. Hariyono, in Jember Regency. Warna Bakery shop is one of the stores that is developing and trying to advance with various marketing strategies to sales various cakes and breads. But with the current system, there are several problems such as not being optimal in delivering product information offered due to lack of information delivery media including: Promotions and publications for provide information to customer facilities and services. For that we need a computerized system support, website design as an alternative to public services. Based on the results of observations that have been made using the five planes of ux method, the results of the user interface bring up 6 user interface pages, namely the homepage, the page about us, the bakery and cake product page, our contact page and the bakery color location page. The results of the study using the five planes of UX method and evaluation using the user experience questionnaire (UEQ) showed that the scale-pleasing (attractiveness, clarity, efficiency, accuracy, stimulation, novelty) had a positive value. Based on the benchmark measurements shows the evaluation classification result that good attractiveness with a value of 1.64, Clarity with a value of 1.99 indicates good results (good), Efficiency with a value of 1.75 shows good results (good), accuracy with a value of 1.62 indicates good (good), stimulation with a value of 1.04 indicates above average (aboveaverage) and novelty indicates a value of 1.37 indicates good results (good).

Key words : Interface, UI/UX, Landing page, UEQ