

**Perancangan *User Experience E-Commerce* Pada KPRI Politeknik Negeri
Jember Menggunakan Metode *Five Planes Of UX* (*Designing User Experience
Of KPRI State Polytechnic Of Jember E-Commerce Using Five Planes Of UX
Method*)**
Pembimbing (1 Orang).

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ABSTRAK

Rapid technological developments make the business began to process buying and selling online, this makes a lot of e-commerce began popping up in Indonesia which makes business competition was moved to online. UX (User Experience) Design is a process to provide users with intuitive solutions, in order to produce products and service that are not only profitable for the business but also loved by its users. No exception with the existence of e-commerce procurement for the KPRI State Polytechnic of Jember, user experience plays an important role in the design process. In this study the authors used the Five Planes Of UX method to provide user experience solutions for e-commerce KPRI Polije. The five planes of ux has 5 important stages, namely the strategy plane, scope plane, structure plane, skeleton plane, and surface plane. Do not forget that in the final stage there is also a User Experience Questionnaire (UEQ) measurement. The measurement results show excellent with a scale of attractiveness 2.17, perspicuity 2.14, efficiency 2.10, dependability 1.95, stimulation 2.08, novelty 1.69. The design results and user experience measurements can be used for further research and design recommendations to developers.

Keywords : E-Commerce, User Experience, Five Planes Of UX, UEQ Online