

Web-Based E-Catalog Design for Space Casual Store Using the Prototyping Approach and the UCD Method

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ABSTRACT

Space Casual Store currently uses Instagram as the primary platform for presenting product information, making it difficult and time-consuming for customers to find products because older posts are buried by newer ones and the information is not presented in a well-structured manner. This study aims to design a web-based e-catalog user interface that meets user needs by applying the Prototyping approach with the User Centered Design (UCD) method. The research stages include identifying user needs through observation and interviews, developing user personas and user stories, designing wireframes, mockups, and prototypes, conducting evaluations, performing iterative improvements based on user feedback, and implementing the final design into the front end of the web-based e-catalog. The evaluation was conducted using User Acceptance Testing (UAT), covering the variables of learnability, efficiency, visual design, and user satisfaction. The results showed that the average UAT score increased from 92.22% in the initial design to 94.06% after the iteration process. These findings indicate that the Prototyping approach with the User Centered Design (UCD) method successfully produced a user interface that meets user needs and is suitable for implementation as the front-end of the Space Casual Store web-based e-catalog.

Keywords: *Prototyping, User Centered Design, User Acceptance Testing, E-Catalog, Front End Web*