ABSTRAK

Perkembangan teknologi informasi telah mendorong transformasi digital pada berbagai sektor usaha, termasuk layanan perawatan sepatu (shoe laundry). React Shoes merupakan usaha jasa cuci sepatu di Yogyakarta yang masih memanfaatkan Instagram dan WhatsApp sebagai media utama dalam penyampaian informasi layanan dan pemesanan. Proses tersebut menyebabkan pelanggan harus menunggu respons admin untuk memperoleh informasi maupun melakukan pemesanan, sementara admin masih melakukan pencatatan pesanan secara manual sehingga berpotensi meningkatkan risiko kesalahan pencatatan serta beban kerja operasional. Selain itu, pelanggan belum dapat memantau status pengerjaan sepatu secara mandiri. Kondisi tersebut menunjukkan perlunya perancangan antarmuka website yang mampu memenuhi kebutuhan pengguna serta meningkatkan kualitas layanan yang diberikan.

Penelitian ini bertujuan merancang User Interface (UI) dan User Experience (UX) website React Shoes menggunakan pendekatan User-Centered Design (UCD). Tahapan penelitian meliputi Understand and Specify the Context of Use, Specify User Requirements, Produce Design Solution, dan Evaluate Design Against User Requirements. Pengumpulan data dilakukan melalui observasi, wawancara, penyusunan user persona, identifikasi pain point, dan user needs. Selanjutnya dilakukan perancangan information architecture, user flow, wireframe, mockup, dan prototype menggunakan Figma. Evaluasi prototype dilakukan melalui Usability Testing menggunakan Maze untuk mengukur aspek efektivitas, efisiensi, dan tingkat kesalahan pengguna, kemudian dilanjutkan dengan evaluasi pengalaman pengguna menggunakan User Experience Questionnaire (UEQ).

Hasil penelitian menunjukkan bahwa prototype website React Shoes telah memenuhi kebutuhan pengguna berdasarkan pendekatan User-Centered Design. Pengujian terhadap customer menggunakan Maze memperoleh Success Rate sebesar 100%, Time-Based Efficiency sebesar 0,059 task/detik, dan Error Rate sebesar 0,20, sedangkan pengujian pada admin memperoleh Success Rate sebesar 100%, Time-Based Efficiency sebesar 0,094 task/detik, dan Error Rate sebesar 0,59, yang menunjukkan bahwa seluruh tugas berhasil diselesaikan dengan tingkat kesalahan yang rendah. Selanjutnya, hasil evaluasi User Experience Questionnaire (UEQ) menunjukkan bahwa pada tampilan customer diperoleh lima dimensi berkategori Good dan satu dimensi berkategori Excellent, sedangkan pada tampilan admin seluruh dimensi memperoleh kategori Excellent. Hasil tersebut menunjukkan bahwa rancangan UI/UX website React Shoes mampu memberikan pengalaman pengguna yang positif, mendukung kemudahan memperoleh informasi layanan, melakukan pemesanan, memantau status pengerjaan sepatu, serta meningkatkan efisiensi pengelolaan layanan bagi admin.

Kata Kunci: User Interface, User Experience, User-Centered Design, Usability Testing, User Experience Questionnaire.

ABSTRACT

The rapid advancement of information technology has accelerated digital transformation across various business sectors, including shoe laundry services. React Shoes is a shoe care business located in Yogyakarta that still relies on Instagram and WhatsApp as its primary platforms for providing service information and processing customer orders. This approach requires customers to wait for the administrator's response to obtain information and place orders, while order management is still carried out manually, increasing the risk of recording errors and administrative workload. Furthermore, customers are unable to independently monitor the progress of their shoe cleaning process. These conditions indicate the need for a website interface that can better accommodate user needs and improve service quality.

This study aims to design the User Interface (UI) and User Experience (UX) of the React Shoes website using the User-Centered Design (UCD) approach. The research consisted of four stages: Understand the Context of Use, Specify User Requirements, Produce Design Solution, and Evaluate Design Against User Requirements. Data were collected through observation, interviews, user persona development, pain point identification, and user needs analysis. The design process included developing the information architecture, user flow, wireframes, mockups, and an interactive prototype using Figma. The prototype was evaluated through Usability Testing using Maze based on Success Rate, Time-Based Efficiency, and Error Rate, followed by user experience evaluation using the User Experience Questionnaire (UEQ).

The results indicate that the proposed UI/UX design successfully fulfills user requirements. Usability testing of the customer interface achieved a 100% Success Rate, Time-Based Efficiency of 0.059 tasks/second, and Error Rate of 0.20, while the administrator interface achieved a 100% Success Rate, Time-Based Efficiency of 0.094 tasks/second, and Error Rate of 0.59. These results demonstrate that all testing scenarios were successfully completed with good efficiency and a low level of user errors. Furthermore, the User Experience Questionnaire (UEQ) evaluation showed that the customer interface achieved five dimensions in the Good category and one dimension in the Excellent category, whereas the administrator interface achieved the Excellent category across all six dimensions. Therefore, the proposed UI/UX design provides a positive user experience, facilitates customers in accessing service information, placing orders, and tracking service progress, while improving the efficiency of service management for administrators.

Keywords: User Interface, User Experience, User-Centered Design, Usability Testing, User Experience Questionnaire.