DAFTAR ISI

HALAMAN SAMPUL……..…i
HALAMAN PENGESAHAN PEMBIMBING…….ii
HALAMAN PENGESAHAN PENGUJI…….iii
HALAMAN PERNYATAAN KARYA ASLI TUGAS AKHIR……iv
HALAMAN PERNYATAAN BEBAS PLAGIASI……...v
ABSTRAK……...….vi
PRAKATA……..vii
DAFTAR ISI……...viii
DAFTAR GAMBAR……..…….……xi
DAFTAR TABEL……...xiii
BAB I PENDAHULUAN.....1
1.1 Latar Belakang 1
1.2 Rumusan Masalah 3
1.3 Batasan Masalah.....3
1.4 Tujuan Penelitian.....4
1.5 Manfaat Penelitian.....4
1.6 Tahapan Penelitian 4
1.7 Sistematika Penulisan.....5
BAB II TINJAUAN LITERATUR 7
2.1 Profil Klinik Gigi 7
2.2 Pengertian *Website* 8
2.3 *User Interface*.....9
2.3.1 Prinsip Perancangan *User Interface* 10
2.4 *User Experience* 11
2.4.1 Elemen User Experience 12
2.5 *Activity Centered Design*.....13
2.5.1 Prinsip *Activity Centered Design* (ACD).....13
2.5.2 Tahapan-tahapan *Activity Centered Design* (ACD).....15
2.6 *Usability Testing*.....16
2.7 Figma.....18
2.8 State Of The Art (SOTA).....19
BAB III METODOLOGI.....22
3.1 Identifikasi Masalah 23
3.2 Tahapan Activity Centered Design (ACD).....23
3.2.1 Observing.....23

3.2.2 Reframing 25
3.3.3 *Converging* 33
3.3.4 *Experimenting* 39
3.3 Tahapan *Usability Testing* 40
3.3.1 *Task* Succes 40
3.3.2 *Efficiency* 40
3.3.3 *Learnability* 41
3.4 Kesimpulan 41
BAB IV HASIL DAN PEMBAHASAN 42
4.1 *Observing* 42
4.2 *Reframing* 42
4.3 *Converging* 42
4.4 *Experimenting* 43
4.4.1 Prototype 43
4.4.2 *Wireframe* 44
4.4.3 *Mockup* 46
4.5 Usability Testing 54
4.5.1 *Task* Succes 55
4.5.2 *Efficiency* 56
4.5.3 *Learnability* 56
BAB V PENUTUP 58
5.1 Kesimpulan 58
5.1.1 *Observing* 58
5.1.2 *Reframing* 58
5.1.3 *Converting* 58
5.1.4 *Experimenting* 58
5.2 Saran 59
5.2.1 Saran Kepada Pemilik 59
5.2.2 Saran Peneliti 59
DAFTAR PUSTAKA 61
LAMPIRAN A TRANSKRIP WAWANCARA 63
TRANSKRIP B USER PERSONA 69
LAMPIRAN C STYLE GUIDE 71
LAMPIRAN D WIREFRAME 73
LAMPIRAN E PROTOTYPING 75

LAMPIRAN F HASIL TESTING 79