ABSTRACT

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UI/UX Design Using Figma on Let's Love K-SHOP Website
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(xiv + 62 + *Appendix*)

The Let's Love K-SHOP website is a web-based application created using Figma and testing using Maze. This app is aimed at fans as well as collectors of K-Pop merchandise and albums. This writing uses the User Centered Design (UCD) method. UCD has 4 activities, namely Specify context of use, specify user and organizational requirements, Produce design solutions, and Evaluate designs against user requirements. After doing these 4 activities the result is a prototype. The next step is testing the prototype with the Usability Testing method using maze. The results of this paper using the maze obtained 94 results from the tests that have been carried out by participants, all participants can complete each scenario in less than 1 minute and the percentage of scenario error is less than 30%. And the results of the questionnaire after testing obtained an average score of 88 which is in grade A according to the interpretation scale of the System Usability Scale (SUS) score. So it can be concluded that the interface design of the K-SHOP website that has been validated by potential users and the prototype of the K-SHOP website can run well.

Bibliography (2018-2022)