ABSTRACT

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ANALYSIS AND REDESIGN OF USER EXPERIENCE RESULTS OF THE SHOPEE APPLICATION USING THE DESIGN THINKING METHOD
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(xii + 47 + *Attachment*)

      Shopee is one of the many online shopping platforms in Indonesia. Shopee is also the number one online shopping platform in terms of the number of monthly active users. SnapCart's research results are also further strengthened using data from SimiliarWeb for App Performance regarding e-commerce applications in Indonesia. Shopee recorded an average value of 5.44 times per month. Meanwhile, the next position was respectively filled by Tokopedia with an average of 3.99 times and Lazada with an average of 3.61 times. Even though Shopee recorded an average score of 5.44 times per month, there are still several problems with the Shopee application that need to be evaluated, such as making the application display simpler, organizing categories that are not complicated, live chat features, and store credibility. Shopee can maximize the needs category feature so that customers can easily search for the items they want and the live chat feature so that users can communicate with the target shop. This research was conducted to analyze and redesign the UI/UX design of the Shopee application using the Design Thinking method which consists of 5 stages, namely Empathize, Define, Ideate, Prototype, and Testing. The results of the analysis and UI/UX redesign aim to simplify the features according to user needs so they can be used easily. Based on the results of calculations using the System Usability Scale (SUS), the average score was 70, which was included in the acceptable category, and using the Single Ease Question (SEQ), the average score was 6, which was included in the easy category.

Bibliography (2018 – 2022)