

ABSTRAK

Fadly Azhar NIM: 7203250005. PERANCANGAN PROTOTYPE UI UX WEB MOBILE PADA DEPOT AZHAR WATER SEBAGAI MEDIA PEMESANAN. Skripsi, Jurusan Manajemen Program Studi Bisnis Digital, Fakultas Ekonomi Universitas Negeri Medan 2024

Penelitian ini bertujuan untuk membuat sebuah prototipe UI/UX untuk *web mobile* pemesanan Depot Azhar Water serta menilai kelayakan dari perancangan prototipe tersebut. Studi ini menggunakan pendekatan *Design Thinking*. Metode ini dipakai untuk memahami kebutuhan, preferensi, serta kendala yang dialami pengguna. Tahapan dalam metode ini meliputi *Empathize*, *Define*, *Ideate*, *Prototype*, dan *Test*. Pengujian *usability testing* dengan maze memberikan hasil yang sangat baik, dengan nilai keseluruhan sebesar 84%, yang diperoleh dari rata-rata beberapa indikator seperti keberhasilan pengguna, pantulan pengguna, durasi pengguna, serta kesalahan klik. Hasil pengujian *usability* dengan *system usability scale* (SUS) menunjukkan nilai rata-rata responden sebesar 83,062. Jangkauan akseptabilitas pengguna terhadap *web mobile* pemesanan Depot Azhar Water berada di grade acceptable, dengan kategori *Grade Scale* di level B dan kategori Adjective Rating di level *Excellent*.

Kata Kunci: *Web Mobile, User Interface, User Experience, Design Thinking*

ABSTRACT

Fadly Azhar NIM: 7203250005. DESIGN OF MOBILE WEB UI UX PROTOTYPE AT AZHAR WATER DEPOT AS ORDERING MEDIA. Thesis, Department of Management, Digital Business Study Program, Faculty of Economics, State University of Medan 2024

This research is conducted to produce a UI/UX *prototype* for the mobile ordering website of Azhar Water depot and to assess the feasibility of the *prototype design*. This research uses the *Design Thinking* method. The *Design Thinking* method is used to understand the needs, preferences, and problems faced by users. The stages in *design thinking* are Empathize, *Define*, *Ideate*, *Prototype*, and *Test*. In the *usability testing* conducted using Maze, it received a very good qualification with an overall score of 84%. This score was derived from the average of several indicators such as user success, user bounce rate, user duration, and user miss click.

In the *usability testing* using the System Usability Scale (SUS), the average score obtained from respondents was 83.062. The acceptability range of users towards the Azhar Water mobile ordering website is at an acceptable grade, with the *Grade Scale* level falling into category A, and the Adjective Rating level categorized as *Excellent*.

Keywords: Mobile Web, User Interface, User Experience, Design Thinking