

# Evaluasi Usability dan Usulan Desain Alternatif Situs E-Commerce Tinkerlust = Usability Evaluation and Proposed Alternative Design of E-Commerce Website Tinkerlust

Muhammad Rahardian Kusmono, author

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## Abstrak

### <b>ABSTRAK</b>

PT Tinkerlust merupakan perusahaan e-Commerce yang berfokus pada penjualan pakaian dan aksesoris wanita. Berdasarkan assessment OKR dan funneling November 2017 ditemukan bahwa tampilan antarmuka dan usability situs penjualan daring Tinkerlust belum memenuhi kriteria dan mengalami angka drop-off stage pada halaman product, cart, dan checkout. Penelitian ini bertujuan untuk mengevaluasi usability dan mengembangkan solusi desain alternatif khususnya pada halaman product, cart, dan checkout di situs e-Commerce Tinkerlust.

Evaluasi dilakukan dengan menggunakan kuesioner System Usability Scale (SUS) dan Usability Testing (UT). Open-Ended Questions (OEQ) juga digunakan untuk mengevaluasi prototipe. Sebanyak 300 responden berpartisipasi dalam pengisian kuesioner SUS dan OEQ. Sementara itu 16 dari 300 responden tersebut juga diundang untuk berpartisipasi dalam kegiatan evaluasi secara kualitatif UT. UT dilakukan dua kali dengan melibatkan 16 pelanggan pada masing-masing tahap. UT Fase 1 dilakukan untuk mendapatkan insight solusi desain alternatif dan UT Fase 2 dilakukan untuk menguji solusi desain alternatif yang dikembangkan.

Setelah dilakukan evaluasi usability baik dari segi kuantitatif (SUS) dan kualitatif (UT Fase 1), diusulkan sepuluh solusi desain alternatif tampilan antarmuka pada halaman product, cart, dan checkout. Sepuluh solusi desain alternatif diuji kembali dengan UT Fase 2 yang melibatkan pelanggan yang sama pada UT Fase 1. Hasil evaluasi UT Fase 2 kemudian dibandingkan dengan hasil UT Fase 1.

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### <i><b>ABSTRACT</b></i>

PT Tinkerlust is an e-Commerce company focused on selling women clothes and accessories. Those variables have been including in the Object Key Result (OKR) document on November 2017. Based on the result of assesment OKR and funneling data on November 2017, PT Tinkerlust has several obstacles in many aspects such as: user interface and usability have not fulfill the criteria and target, drop off stage on product, cart, and checkout page. The objective of the research is to evaluate the usability of Tinkerlust website and provide the solution of website development design particularly on product page, cart, and checkout.

Evaluation has been done using System Usability Scale (SUS) dan Usability Testing (UT). Open-Ended Questions (OEQ) also have been using to evaluate prototipe. Quantitative Method has been done by distribute SUS and OEQ questionnaires to 300 customers of e-commerce Tinkerlust website. Meanwhile 16 of 300 these respondents also being invited to participate in qualitative evaluation activity, called UT. UT has been conducted twice which involving 16 respondents for each phase. The objective of UT Phase 1 is to get insight for alternative design solution and the objective of UT Phase 2 is to examine the development of alternative design solution.

The result of the usability evaluation by both Quantitative Method (SUS) and Qualitative Method (OEQ and

UT Phase 1) toward e-Commerce Tinkerlust website are ten alternative design solutions on product, cart, and checkout page. The alternative design solutions are being tested by UT Phase 2 with similar respondents of UT Phase 1 test. The results are being compared between UT Phase 1 and UT Phase 2.</i>