Analisis *User Experience* Menggunakan Metode *System Usability Scale* (SUS) Dan Redesign *User Interface* Menggunakan Metode *Design Thinking* Pada *Website* Aloshop *By* Shipper

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Abstrak

Perkembangan pesat dalam teknologi informasi memicu pertumbuhan bisnis *online*, khususnya dalam *E-commerce* dan *Marketplace*. *Omnichannel marketplace*, seperti Aloshop *by* Shipper, menjadi solusi untuk efisiensi pengelolaan toko di berbagai *platform*. Namun, peningkatan pengunjung pada halaman *landing page* Aloshop belum sepenuhnya mengkonversi pengunjung menjadi pengguna aktif. Penelitian ini bertujuan menganalisis *User Experience* (UX) menggunakan metode *System Usability Scale* (SUS) dan melakukan redesain antarmuka pengguna melalui pendekatan *Design Thinking* pada *website* Aloshop *by* Shipper. Hasil evaluasi awal dengan SUS menunjukkan skor 54 berada di nilai *grade scale* F, yang mengindikasikan kualitas UX yang buruk dan memiliki *acceptabilty ranges* kurang baik yaitu *not acceptable*. Setelah proses redesain, skor evaluasi meningkat signifikan menjadi 80 yang menandakan nilai *grade scale* B, dan menandakan penilaian yang sangat baik yaitu Excellent . Perbandingan antara halaman berjalan dan hasil redesain menunjukkan perubahan positif dalam visual, fungsionalitas, navigasi, dan *respons* cepat. Peningkatan skor SUS mencerminkan dampak positif pada pengalaman pengguna.

Kata Kunci : aloshop, *redesign*, *system usability test (SUS), design thinking*

User Experience Analysis Using the System Usability Scale (SUS) Method and Redesign User Interface Using the Design Thinking Method on the Aloshop By Shipper Website

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Abstract

The rapid development of information technology has spurred the growth of online businesses, particularly in E-commerce and Marketplaces. Omnichannel marketplaces, such as Aloshop by Shipper, have emerged as solutions for efficiently managing stores across various platforms. However, despite an increase in visitors to the Aloshop landing page, the conversion of these visitors into active users has not been fully realized. This research aims to analyze User Experience (UX) using the System Usability Scale (SUS) method and to redesign the user interface through a Design Thinking approach on the Aloshop by Shipper website. The initial SUS evaluation results indicated a score of 54, falling within the grade scale F, indicating poor UX quality with less acceptable ranges categorized as not acceptable. After the redesign process, the evaluation score significantly increased to 80, corresponding to a grade scale B, indicating an excellent assessment. A comparison between the current page and the redesigned results revealed positive changes in visual appeal, functionality, navigation, and responsiveness. The improvement in SUS scores reflects a positive impact on the user experience.

Keyword: aloshop, redesign, system usability test (SUS), design thinking