
Implementation Of Emotional Design Aspects In The UI/UX Design Of A Local Fashion MSME E-Commerce Platform In Manado City

Rifky Ramadhan Masloman^{1)*}, Chriestie E.J.C Montolalu²⁾, Stephano Caesar Wenston Ngangi³⁾
^{1,2,3)} Information System Study Program, Department of Mathematics, Faculty of Mathematics and Natural Sciences, Sam Ratulangi University, Manado, Indonesia

*Corresponding Author
E-mail: rifkymslmn@gmail.com

Abstract

The rapid growth of e-commerce has increased the demand for user interfaces that are not only easy to use but also capable of providing positive emotional experiences for users. In Manado City, local fashion brands still face challenges in promoting their products and establishing their brand identity through digital platforms. This study aims to design a UI/UX prototype for a local fashion e-commerce platform by applying the principles of Emotional Design. This research employed a mixed-methods approach using the Design Thinking methodology, which consists of the empathize, define, ideate, prototype, and testing stages. Data were collected through a pre-survey, observation, literature review, and prototype evaluation using Maze, the User Experience Questionnaire (UEQ), and the System Usability Scale (SUS). The result of this study is a prototype of a local fashion e-commerce application called Urbanua, designed based on the visceral, behavioral, and reflective aspects of Emotional Design. The prototype provides various features that support both buyers' and sellers' needs while delivering a more engaging, user-friendly experience and strengthening the identity of local fashion brands. The findings indicate that applying Emotional Design in UI/UX design can produce an e-commerce prototype that meets user needs, enhances user experience, and supports the promotion of local fashion brands in Manado City.

Keywords: *Emotional Design, UI/UX, Design Thinking, E-commerce, Local Fashion.*

INTRODUCTION

The rapid development of digital technology has significantly transformed consumer behavior, particularly in online shopping. E-commerce has become one of the main drivers of the digital economy by providing efficient and accessible shopping experiences regardless of geographical boundaries. In Indonesia, more than 3.82 million businesses have adopted e-commerce, with approximately 58.63 million users recorded in 2023. The fashion industry represents one of the largest sectors utilizing digital platforms, while North Sulawesi recorded more than 20,000 e-commerce businesses, indicating the increasing importance of digital commerce for local economic growth (BPS, 2024; Ministry of Trade, 2024).

As competition among e-commerce platforms intensifies, User Interface (UI) and User Experience (UX) have become critical factors influencing customer satisfaction and repurchase intention. Previous studies have demonstrated that interface quality, user experience, and e-service quality significantly improve customer satisfaction and encourage repeat purchases in fashion e-commerce (Rafii & Usman, 2024; Immaculata et al., 2025). Therefore, designing an effective interface is essential not only to improve usability but also to create meaningful shopping experiences.

In Manado City, local fashion brands continue to grow but still rely primarily on social media and general marketplaces for product promotion. A preliminary survey involving 44 respondents revealed that 90.9% expressed the need for a dedicated e-commerce platform for Manado local fashion brands, while 25% reported being unfamiliar with these brands. These findings indicate the necessity of a specialized digital platform that facilitates online shopping while simultaneously increasing public awareness of local fashion products.

To address this need, Emotional Design provides a promising approach to UI/UX development. According to Norman (2004), Emotional Design consists of three dimensions: visceral, behavioral, and reflective, which emphasize visual attractiveness, usability, and emotional attachment. Previous research has shown that Emotional Design enhances user experience, strengthens emotional

engagement, and improves consumer loyalty, while attractive digital interfaces positively influence purchasing decisions (Yusa et al., 2023; Asfar et al., 2025).

Based on these findings, this study aims to design a UI/UX prototype for a local fashion e-commerce platform in Manado using the Design Thinking approach integrated with Emotional Design principles. The proposed prototype is expected to enhance users' emotional experiences, strengthen local brand identity, and increase consumers' purchase intentions, thereby supporting the digital development of local fashion SMEs.

RESEARCH METHODS

This study employed a mixed-methods approach, combining qualitative and quantitative methods. The qualitative approach was applied during the Design Thinking process to identify users' needs and problems, while the quantitative approach was used to evaluate the proposed prototype through usability and user experience assessments.

The research was conducted from September 2025 and consisted of data collection, prototype design, development, and evaluation. Primary data were collected through a preliminary survey using Google Forms, observations, and usability evaluations involving potential users. Secondary data were obtained from books, scientific journals, conference proceedings, and official reports related to e-commerce, UI/UX, Emotional Design, and Design Thinking.

This research adopted the Design Thinking framework, which consists of five stages: Empathize, Define, Ideate, Prototype, and Test. During the Empathize stage, user needs were identified through surveys, observations, and literature review. The Define stage focused on analyzing user problems by developing user personas, user journey maps, and identifying pain points. In the Ideate stage, interface solutions were generated by incorporating the three dimensions of Emotional Design—visceral, behavioral, and reflective—to create visually appealing, functional, and emotionally engaging user experiences. The selected ideas were implemented as low-fidelity and high-fidelity prototypes using Figma during the Prototype stage. Finally, the Testing stage evaluated the prototype using Usability Testing (UT) and the User Experience Questionnaire (UEQ).

Qualitative data from observations and literature were analyzed to identify user requirements and support the interface design process. Quantitative evaluation included Maze usability testing, which measured Mission Success Rate, Misclick Rate, and Time on Task, while usability was assessed using the System Usability Scale (SUS). User experience was evaluated using the User Experience Questionnaire (UEQ), and the results were analyzed using the UEQ Data Analysis Tool to obtain mean scores for the six dimensions—Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty—and compared with the UEQ Benchmark. The combined findings were used to assess the effectiveness of Emotional Design in improving the UI/UX of a local fashion e-commerce prototype for Manado.

RESULTS AND DISCUSSION

Empathy Map

Table 1. Empathy Map

Aspect	Description
Say	“I always check reviews before purchasing products.” “Size and material information should be clearly provided.” “Sometimes received products do not match the photos.” “Online shopping is more practical and saves time.” “It would be interesting if there was a platform specifically supporting local brands.”
Does	Searches and compares products from several stores before purchasing. Reads product descriptions and checks size and material details. Reviews product photos and customer feedback before making decisions. Uses promotions or discounts when shopping. Selects products based on price, quality, and user ratings.
Thinks	Wants fashion products that match size, quality, and personal needs. Needs complete product information before purchasing. Expects a simple, practical, and time-efficient shopping process. Wants to discover more high-quality local fashion brands. Considers other users’ reviews when making purchase decisions.
Feels	Feels uncertain when product information is incomplete. Worries that received products may not match photos or descriptions. Feels more confident when reviews, clear photos, and detailed information are available. Feels satisfied when products meet expectations. Feels interested in platforms that provide comfortable shopping experiences while supporting local brands.

Based on the empathy map analysis, users’ behaviors, needs, and concerns regarding local fashion e-commerce platforms were identified. These findings become the foundation for defining user problems and designing the interface in the next stage.

Pain Point

Pain points were identified based on questionnaire analysis from the Empathize stage. These findings describe the main problems experienced by buyers and sellers during online transactions. Buyers mainly experience difficulties related to product information, size selection, product suitability, and shopping convenience.

Table 2. Buyer Pain Points

No.	Pain Point
1	Users have difficulty determining clothing sizes when shopping online.
2	Users need more complete product information before purchasing.
3	Users are uncertain about product suitability with photos and descriptions.
4	Users want a more convenient and easy-to-use shopping experience.

Meanwhile, sellers face challenges related to marketing reach, customer trust, local brand recognition, and competition among fashion brands.

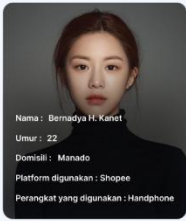
Table 3. Seller Pain Points

No.	Pain Point
1	Marketing reach is still limited.
2	Sellers experience difficulties in building customer trust.
3	Local brand identity recognition is not yet optimal.
4	Competition among brands is relatively high.

These findings serve as the basis for developing solutions in the Ideate stage to ensure that the Urbanua interface design meets the needs of both buyers and sellers.

User Persona

User Personas were developed based on the analysis of questionnaires, Empathy Maps, and identified Pain Points. User Personas represent users’ characteristics, goals, needs, and challenges, serving as a reference for designing the Urbanua application interface.



Nama : Bernadya H. Kanet
Umur : 22
Domisili : Manado
Platform digunakan : Shopee
Perangkat yang digunakan : Handphone

Tujuan

- Mencari produk fashion yang sesuai dengan kebutuhan.
- Berbelanja dengan proses yang mudah dan praktis.
- Mendapatkan informasi produk yang lengkap sebelum membeli.
- Mendukung perkembangan brand fashion lokal.

Frustrasi

- Sulit menentukan ukuran pakaian.
- Khawatir produk tidak sesuai dengan foto.
- Informasi produk terkadang kurang lengkap.
- Sulit menentukan kualitas produk hanya dari gambar.

Kutipan

"Saya menginginkan pengalaman berbelanja fashion secara online yang nyaman dan praktis, dengan informasi produk yang lengkap, sehingga dapat membantu saya mengambil keputusan dan memilih produk yang sesuai dengan kebutuhan serta preferensi saya."



Nama : Iqbal Amess
Umur : 28
Domisili : Manado
Media Penjualan : Instagram
Perangkat yang digunakan : Handphone

Tujuan

- Memasarkan produk kepada lebih banyak pelanggan.
- Mempermudah proses penjualan dan pengelolaan produk.
- Meningkatkan kepercayaan konsumen terhadap produk yang dijual.
- Memperkenalkan brand fashion lokal kepada masyarakat.

Frustrasi

- Sulit menjangkau target pasar yang lebih luas.
- Promosi masih bergantung pada media sosial.
- Konsumen sering meragukan produk ketika berbelanja secara online.
- Proses pengelolaan penjualan masih memerlukan banyak waktu.

Kutipan

"Saya ingin produk saya dikenal oleh lebih banyak orang, proses penjualan menjadi lebih mudah, serta dapat meningkatkan kepercayaan pelanggan terhadap brand lokal yang saya miliki."

Based on the user persona, buyers require a more practical and convenient shopping experience with complete product information. These user challenges become the basis for designing the Urbanua interface features according to their needs.

In addition to the buyer persona, a seller persona was developed to represent local fashion MSME owners in Manado City. This persona identifies sellers’ business goals, needs, and challenges in promoting products through digital platforms, ensuring that the designed solution accommodates both user groups.

User Journey Map



Scenario

Pengguna ingin membeli produk fashion secara online dengan mencari dan membandingkan beberapa produk sebelum menentukan pilihan yang sesuai dengan kebutuhan dan preferensinya.

Tujuan

Mempromosikan produk fashion yang sesuai dengan kebutuhan dan preferensi melalui pengalaman berbelanja online yang nyaman, praktis, serta didukung informasi produk yang lengkap.

Tahapan	Mencari Produk	Melihat Informasi Produk	Membandingkan Produk	Menentukan Pilihan
Aktifitas Pengguna	Membuka aplikasi e-commerce dan mencari produk fashion yang diinginkan.	Meninjau detail foto, media sosial, ukuran, bahan, harga, dan ulasan produk.	Memeriksa dengan teliti harga produk berdasarkan target dan kualitas.	Membeli produk yang dianggap paling sesuai dengan kebutuhan.
Pikiran	Seberapa saya menemukan produk yang sesuai?	Apakah informasi ini sudah cukup untuk memastikan saya?	Produk mana yang paling sesuai?	Seberapa produk yang saya pilih sesuai ke-laku-citra-mu
Perasaan	😊	😊	😊	😊
Pain point	Banyak pilihan sehingga membutuhkan waktu mencari produk yang sesuai.	Informasi produk terkadang belum lengkap.	Sulit menentukan pilihan karena keterbatasan informasi dan ketidaklengkapan informasi kualitas produk.	Masih khawatir ukuran maupun kualitas produk tidak sesuai dengan ekspektasi.
Peluang	Mempermudah pencarian produk yang sesuai.	Menyediakan informasi produk yang lebih lengkap.	Memudahkan pengguna membandingkan produk.	Meningkatkan keakraban pengguna sebelum membeli.



Scenario

Seorang pemilik brand fashion lokal ingin mempromosikan produknya secara online agar dapat menjangkau lebih banyak pelanggan, meningkatkan kepercayaan konsumen, serta memperkenalkan identitas brand yang dimilikinya.

Tujuan

Memasarkan produk fashion lokal secara lebih efektif melalui media digital yang mampu memperoleh perhatian, memberikan informasi, meningkatkan kepercayaan konsumen, serta memperkenalkan identitas brand kepada masyarakat.

Tahapan	Mempromosikan Produk	Menampilkan Informasi Produk	Melayani Proses Penjualan	Membangun Identitas Brand
Aktifitas Pengguna	Mempromosikan produk melalui media sosial atau platform digital.	Menampilkan foto, deskripsi, ukuran, bahan, dan informasi produk kepada calon pembeli.	Menerima pesan pembeli dan memproses pesanan hingga siap dikirim.	Memperkenalkan karakter, nilai, dan keunikan brand kepada konsumen.
Pikiran	Sejauhmana agar produk saya dikenal lebih banyak orang?	Informasi apa yang dapat membantu konsumen lebih percaya?	Seberapa proses penjualan berjalan lancar?	Saya ingin brand saya dikenal dan dipercaya.
Perasaan	😊	😊	😊	😊
Pain point	Jangkauan pemasaran produk masih terbatas.	Penjual membutuhkan media untuk menyampaikan informasi produk secara lebih lengkap.	Perbedaan dengan brand lain membuat pembeli merasa ragu untuk membeli karena belum yakin dengan kualitasnya.	Brand lokal memerlukan media yang dapat menampilkan identitas secara lebih baik.
Peluang	Memperluas jangkauan promosi.	Menyediakan informasi produk yang lebih lengkap.	Mendukung proses penjualan yang lebih efektif.	Memperkuat identitas brand lokal.

Based on the Buyer User Journey Map, users go through several stages, including searching for products, viewing product information, comparing products, and making purchase decisions. In addition, a seller User Journey Map was developed to describe sellers’ activities in managing products and promoting their brands through digital platforms.

Design System

The Design System was developed to maintain visual consistency throughout the Urbanua application interface. It includes color and typography guidelines as the foundation for creating the high-fidelity prototype.

Components

The Urbanua prototype design utilizes several interface components, including buttons, input fields, tab navigation, main navigation, icons, and information cards. These components are consistently applied across all pages to maintain visual consistency and support user interaction. The components used in this study are presented in Table 4.

Table 4. UI Design Components		
No.	Nama Komponen	Komponen
1.	Tombol	
2.	Kolom Input	
3.	Navigasi Tab	
4.	Navigasi Utama	
5.	Ikon	
6.	Kartu Informasi	

Implementasi Emotional Design

Table 5. Emotional Design Aspects and Evaluation		
Emotional Design Level	Characteristics	Evaluation Instrument
Visceral	Focuses on users' first impressions and the visual aesthetics of the interface.	UEQ: Attractiveness
Behavioral	Focuses on usability, efficiency, effectiveness, and task completion.	Maze: Mission Success Rate, Misclick Rate, Time on Task. SUS: Usability score. UEQ: Perspicuity, Efficiency, and Dependability.
Reflective	Focuses on users' emotional experience, satisfaction, identity, and perceived value.	UEQ: Stimulation and Novelty.

Based on Table 5, each Emotional Design level is implemented and evaluated using different instruments according to its characteristics. The visceral level is assessed using UEQ Attractiveness, the behavioral level using Maze, SUS, and the UEQ dimensions of Perspicuity, Efficiency, and Dependability, while the reflective level is evaluated through the UEQ dimensions of Stimulation and Novelty. The implementation of the visceral level is presented in Table 7.

Table 6. Implementation of Visceral Elements

Visceral Element	Implementation in Urbanua Prototype
Color	Four color groups (Primary, Secondary, Neutral, and Semantic) are applied consistently throughout the interface. The blue color selection is also based on respondent preferences, strengthening the visual meaning and identity of Urbanua.
Layout	The homepage layout uses a grid structure to organize key information, such as promotional banners, categories, and product cards, allowing users to recognize content quickly.
Shape	Rounded corners are applied to most components, including product information cards, action buttons, and navigation bars, creating a more comfortable and friendly visual impression.
Graphic	Icons are used throughout the interface to represent menu functions, while supporting illustrations, product images, and brand gallery visuals improve user understanding and visual appeal. The use of Bantenan Batik imagery from the splash screen to the homepage strengthens Urbanua’s local identity.

Based on Table 6, the visceral level of Emotional Design in the Urbanua prototype is implemented through four main elements: color, layout, shape, and graphic. These elements create an attractive first impression, maintain visual consistency, and strengthen the application’s identity. The Emotional Design implementation then continues to the behavioral level, which focuses on usability, efficiency, effectiveness, and task completion.

Table 7. Implementation of Behavioral Elements

Behavioral Element	Implementation in Urbanua Prototype
Functionality	Provides essential features such as Checkout, Payment, Product Details, Shopping Cart, Product Management, and Order Management to support user activities effectively.
Behavior Simplification	Simplifies authentication flow, uses navigation bars for faster access, and provides overlay menus for quick feature navigation. The homepage also includes quick access to store listings to improve user exploration.
Status Feedback	Provides categorized notifications, order history, return status, and step-by-step delivery tracking to keep users informed.

Based on Table 7, the behavioral level is implemented through functionality, behavior simplification, and status feedback. These elements improve usability, interaction efficiency, and task completion effectiveness. The Emotional Design implementation continues to the reflective level, which focuses on users’ emotional experiences and perceived value after interacting with the application.

Table 8. Implementation of Reflective Elements

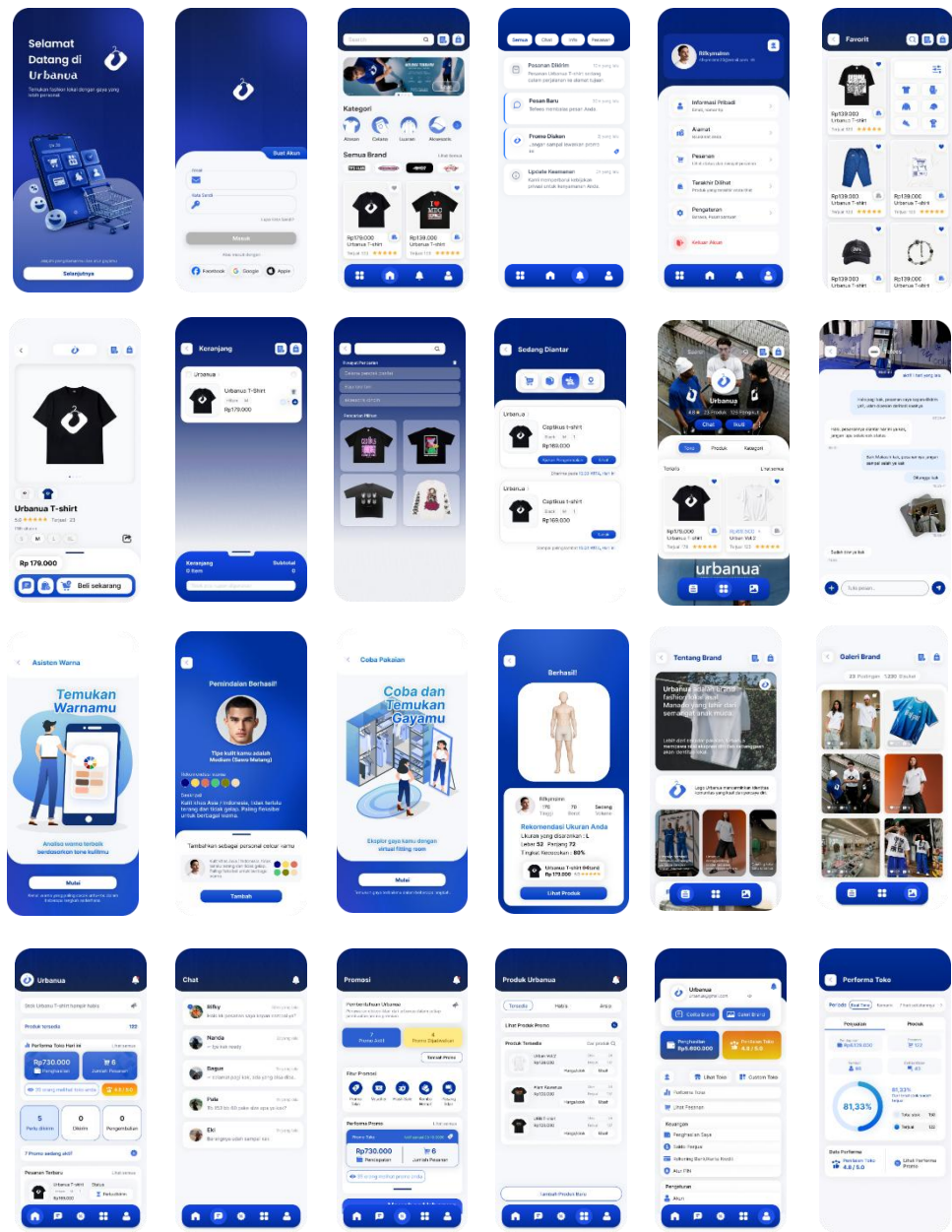
Reflective Element	Implementation in Urbanua Prototype
Customization	Provides Color Assistant and Virtual Try-On features for buyers, while sellers can personalize store stories, galleries, and store information.
Narrative Illustration	Uses Store Story, Store Gallery, and visual illustrations to communicate brand identity and guide user understanding.
Data Visualization	Provides store performance and income dashboards with visitor, sales, stock, and revenue information to support sellers’ achievements.
Social Support	Includes buyer–seller chat and product reviews to encourage interaction and assist purchasing decisions.

Based on Table 8, the reflective level is implemented through customization, narrative illustration, data visualization, and social support. These elements enhance emotional engagement through personalization, brand storytelling, meaningful information presentation, and user interaction.

Overall, the three Emotional Design levels—visceral, behavioral, and reflective—are integrated into the Urbanua prototype. The implementation balances visual appeal, usability, and emotional connection to create a better user experience while supporting local fashion brand development.

Prototype

The low-fidelity prototype is the initial wireframe of the Urbanua application, designed to define the interface layout, component structure, and user flow without detailed visual elements. It serves as the foundation for developing the high-fidelity prototype by ensuring that the interface meets user needs and supports the intended application workflow.



Testing

The Urbanua prototype was evaluated using three testing methods: usability testing through Maze to measure task completion performance, User Experience Questionnaire (UEQ) to assess user experience, and System Usability Scale (SUS) to evaluate overall usability.

Usability Testing

Usability testing was conducted using the Maze platform involving 19 respondents, consisting of 10 buyers and 9 sellers. Respondents completed several task scenarios, including account registration, product search, address setup, purchasing process, Color Assistant and Virtual Try-On features for buyers, as well as product management, shipping settings, store story and gallery management, store customization, balance withdrawal, and promotion creation for sellers. The evaluation measured three indicators: success rate (task completion percentage), drop-off (failure percentage), and misclick rate (incorrect clicks).

Table 9. Usability Testing

Task	Succes Rate	Drop-Off Rate	Avg. Duration
Buat Akun	90%	10%	90.7s
Cari Produk	100%	0%	36.4s
Tambah Alamat	90%	10%	88.5s
Beli Barang	100%	0%	97.1s
Coba Asisten Warna	100%	0%	50.9s
Coba Pakaian	100%	0%	46.2s
Tambah Produk	88.9%	11.1%	239.3s
Atur Pengiriman	88.9%	11.1%	84.8s
Atur Galeri Toko	100%	0%	73.6s
Atur Cerita Toko	100%	0%	81.8s
Custom Toko	100%	0%	138.1s
Tarik Saldo	100%	0%	96.6s
Buat Promo	100%	0%	75s

The usability testing results show that the Urbanua prototype achieved a high level of task completion. Most buyer and seller tasks recorded a 100% success rate with 0% drop-off, indicating that users could complete the main functions effectively. Only account registration, address addition, product management, and shipping settings showed slightly lower success rates (88.9–90%), suggesting minor usability improvements are needed. Among all tasks, product management required the longest completion time (239.3 s), while simpler tasks such as product search, Color Assistant, and Virtual Try-On were completed in under one minute. Overall, these results indicate that the Urbanua prototype is effective, easy to use, and supports users in completing key tasks successfully.

User Experience Questionnaire (UEQ)

The User Experience Questionnaire (UEQ) was administered to evaluate users' experiences while interacting with the Urbanua prototype. All responses were entered into the UEQ Data Analysis Tool, following the official UEQ guidelines, to calculate the mean score for each evaluation scale.

Table 10. Final UEQ Scores (Buyer)

Scale	Mean	Comparison to Benchmark	Interpretation
Attractiveness	2.52	Excellent	In the range of the 10% best results
Perspiciuity	2.45	Excellent	In the range of the 10% best results
Efficiency	2.43	Excellent	In the range of the 10% best results
Dependability	2.28	Excellent	In the range of the 10% best results
Stimulation	2.43	Excellent	In the range of the 10% best results
Novelty	2.08	Excellent	In the range of the 10% best results

Table 11. Final UEQ Scores (Seller)

Scale	Mean	Comparison to Benchmark	Interpretation
Attractiveness	1.98	Excellent	In the range of the 10% best results
Perspiciuity	1.64	Above Average	25% of results better, 50% of results worse
Efficiency	2.17	Excellent	In the range of the 10% best results
Dependability	2.06	Excellent	In the range of the 10% best results
Stimulation	1.92	Excellent	In the range of the 10% best results
Novelty	1.31	Good	10% of results better, 75% of results worse

As presented in Tables 10 and 11, respondents' answers were first entered into the UEQ Data Analysis Tool using the original 1–7 rating scale. The tool then automatically transformed the responses into the standard UEQ scale ranging from −3 to +3, where −3 represents the most negative evaluation, 0 indicates a neutral evaluation, and +3 represents the most positive evaluation of the user experience.

The converted scores were subsequently averaged to obtain the mean value for each UEQ dimension. For example, the Attractiveness score for the buyer interface was calculated using six questionnaire items (Q1, Q12, Q14, Q16, Q24, and Q25), resulting in the following formula:

$$\text{Attractiveness} = \frac{Q1 + Q12 + Q14 + Q16 + Q24 + Q25}{6} = 2.52$$

The same calculation procedure was applied to the remaining five UEQ dimensions—Perspicuity, Efficiency, Dependability, Stimulation, and Novelty—to obtain their respective mean scores for both the buyer and seller interfaces. Overall, the results indicate that the Urbanua prototype achieved excellent user experience ratings across most UEQ dimensions, particularly for the buyer interface, while the seller interface also demonstrated positive evaluations with Above Average and Good benchmark classifications for Perspicuity and Novelty, respectively.

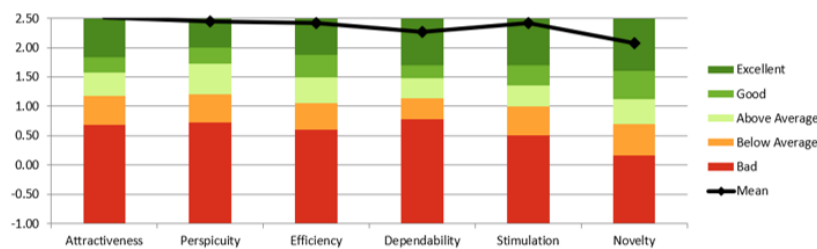


Figure 3. UEQ Benchmark Results (Buyer)

Based on the UEQ benchmark results, the buyer interface achieved an Excellent rating across all six evaluation dimensions: Attractiveness (2.52), Perspicuity (2.45), Efficiency (2.43), Dependability (2.28), Stimulation (2.43), and Novelty (2.08). These results indicate that the Urbanua prototype delivers an outstanding user experience, with all dimensions falling within the top 10% of benchmarked products in the UEQ benchmark dataset. This finding demonstrates that the prototype successfully provides an attractive, easy-to-use, efficient, reliable, engaging, and innovative experience for buyers.

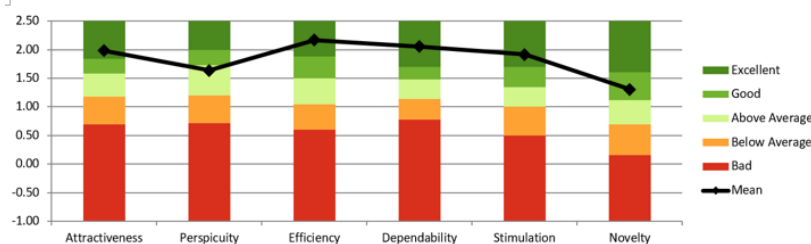


Figure 4. UEQ Benchmark Results (Seller)

The seller interface achieved Excellent ratings for Attractiveness (1.98), Efficiency (2.17), Dependability (2.06), and Stimulation (1.92), while Perspicuity (1.64) was rated Above Average and Novelty (1.31) was rated Good. These results indicate that the Urbanua prototype provides a highly positive user experience for sellers, particularly in terms of usability, reliability, and engagement, although the ease of learning and interface innovation can still be further improved.

System Usability Scale (SUS)

The System Usability Scale (SUS) consists of 10 items rated on a 5-point Likert scale, with odd-numbered items representing positive statements and even-numbered items representing negative

statements. The evaluation involved the same 10 buyers and 9 sellers who participated in the Maze and UEQ assessments, providing a comprehensive evaluation of the Urbanua prototype's usability.

Table 12. SUS Results (Buyer)

Respondent	Total Score	SUS Score
R1	35	87.5
R2	36	90.0
R3	25	62.5
R4	38	95.0
R5	39	97.5
R6	31	77.5
R7	35	87.5
R8	35	87.5
R9	32	80.0
R10	36	90.0
Total	342	855.0
Average SUS Score		85.5

The buyer group achieved an average SUS score of 85.5, indicating excellent usability. The highest score was 97.5 (R5), while the lowest was 62.5 (R3).

Table 13. SUS Results (Seller)

Respondent	Total Score	SUS Score
R1	37	92.5
R2	28	70.0
R3	34	85.0
R4	26	65.0
R5	22	55.0
R6	22	55.0
R7	38	95.0
R8	26	65.0
R9	29	72.5
Total	262	655.0
Average SUS Score		72.7

The seller group obtained an average SUS score of 72.7, indicating good usability. The highest score was 95.0 (R7), whereas the lowest score was 55.0 (R5 and R6). The average SUS scores for both groups were subsequently interpreted using the standard SUS interpretation scale shown in Figure 3.

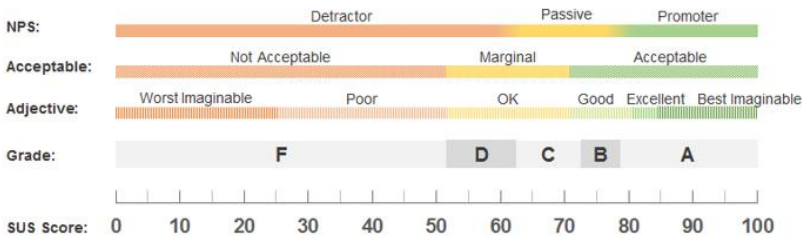


Figure 5. SUS Interpretation Scale (Sauro, 2018)

Based on the results of the System Usability Scale (SUS) calculation, the seller group obtained a total SUS score of 655 with an average score of 72.78 from 9 respondents. Referring to the SUS interpretation scale proposed by Sauro (2018), this score is categorized as Acceptable, receives a Grade C, and falls within the Good Adjective Rating category. These results indicate that the Urbanua prototype has a good level of usability from the seller’s perspective, meaning that the interface design is considered sufficiently understandable and easy to use in supporting selling activities.

Meanwhile, the evaluation results from the buyer group showed a total SUS score of 855 with an average score of 85.5 from 10 respondents. Based on the SUS interpretation scale, this score is classified as Acceptable, achieves a Grade A, and is included in the Excellent Adjective Rating

category. This finding indicates that the Urbanua prototype provides an excellent user experience for buyers, with a high level of ease of use, comfort, and effectiveness.

Overall, the usability evaluation using the System Usability Scale (SUS) demonstrates that the Urbanua prototype has achieved a good to excellent level of usability among both user groups. The difference in scores between sellers and buyers indicates that the interface was perceived more optimally by buyers; however, it still provides a positive user experience for sellers. Therefore, the Urbanua prototype interface can be considered feasible for implementation, as it effectively supports users' purchasing and selling activities in an efficient, effective, and user-friendly manner.

CONCLUSION

Based on the results of the System Usability Scale (SUS) calculation, the seller group obtained a total SUS score of 655 with an average score of 72.78 from 9 respondents. Referring to the SUS interpretation scale proposed by Sauro (2018), this score is categorized as Acceptable, receives a Grade C, and falls within the Good Adjective Rating category. These results indicate that the Urbanua prototype has a good level of usability from the seller's perspective, where the interface design is considered understandable and easy enough to use in supporting selling activities. Meanwhile, the buyer group obtained a total SUS score of 855 with an average score of 85.5 from 10 respondents. Based on the SUS interpretation scale, this score is classified as Acceptable, achieves a Grade A, and is included in the Excellent Adjective Rating category, indicating that the prototype provides an excellent user experience with a high level of usability, convenience, and effectiveness for buyers.

Overall, the usability evaluation using the System Usability Scale (SUS) shows that the Urbanua prototype has achieved a good to excellent level of usability across both user groups. The difference in scores between sellers and buyers indicates that the interface was perceived more optimally by buyers; however, it still provides a positive experience for sellers. Therefore, the Urbanua prototype interface can be considered feasible for implementation, as it is capable of supporting purchasing and selling activities effectively, efficiently, and in a user-friendly manner.

REFERENCES

- Aulia, A. H., Utami, S. T., Ma'rifah, T. U., & Kresna A, I. (2024). Desain UI/UX Aplikasi Mobile E-Commerce Ecoprint Cimemo.id dengan Metode Design Thinking. *Jurnal Pendidikan Dan Teknologi Indonesia*, 4(7), 319–331. <https://doi.org/10.52436/1.jpti.539>
- Djamaris, A. (2023). Design Thinking: Menyelesaikan Masalah dengan Kreativitas. In *Jurnal Ilmiah Penelitian dan Pendidikan Indonesia*.
- Hartzani, A. G. (2021). *Evaluasi User Experience pada Dompot Digital OVO Menggunakan User Experience Quesionnaire (UEQ)*. 2(4), 1147–1152.
- Hita, Djon, Culita, & Yunis, R. (2024). Pemanfaatan Figma dalam Perancangan User Interface E-Commerce. *NUSANTARA Jurnal Pengabdian Kepada Masyarakat*, 4(3), 104–111. <https://doi.org/10.55606/nusantara.v4i3.3047>
- Norman, D. A. (2004). *Emotional Design : Why We Love (or Hate) Everyday Things*.
- Rosmawarni, N., Fauziah, Ridwan, M. B., Khairunissa, A., Achmad, Y. F., Nurrahmi, H., Wibowo, A., Harto, B., Rahman, M. A., Ariyanti, I., & Madinah, S. (2024). *E-COMMERCE*.
- Salma, G., & Falah, A. M. (2023). Fashion Sebagai Bentuk Ekspresi Diri Dan Karakter Mahasiswa Universitas Muhammadiyah Bandung. *ATRAT: Jurnal Seni Rupa*, 11(1), 94–103. <https://doi.org/10.26742/atrak.v11i1.3197>
- Savitri, A. D., & Ratnasari, C. I. (2023). Implementasi User Experience Questionnaire (UEQ) untuk Mengevaluasi Pengalaman Pengguna pada UI RAS. *Media Online*, 4(3), 1352–1361. <https://doi.org/10.30865/klik.v4i3.1444>

- Sulianta, F. (2025). UX/UI Design. *Designing Digital Products for Kids*, (February), 147–204.
- Wicaksono, S. R. (2023). Usability Testing. In *Usability Testing* (Number March).
<https://doi.org/10.5771/9781442229006>
- Yusa, I. M. M., Ardhana, I. K., Putra, I. N. D., & Pujaastawa, I. B. G. (2023). Emotional Design: a Review of Theoretical Foundations, Methodologies, and Applications. *Journal of Aesthetics, Design, and Art Management*, 3(1), 1–14. <https://doi.org/10.58982/jadam.v3i1.308>