UI/UX Design of Jepun Bali Store Product Ordering Application Using Design Thinking Method

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Abstract

The internet as a form of technological advancement continues to develop every year and has a great influence on human activities, including in terms of sales. The Jepun Bali Store, which sells products typical of Hinduism and Balinese customs, markets its products online with Instagram, Facebook, and WhatsApp. Instagram and Facebook are used to display the catalog, while WhatsApp is used for order communication. However, this system is considered less efficient because customers have to switch applications to view products, ask questions, and order. Stock and price information is not available in real-time, and the ordering process is still done manually, making it difficult for customers. From the manager's side, manual order recording risks creating errors, while admins are often overwhelmed with handling queries across multiple platforms, which impacts customer satisfaction. This research aims to simplify the transaction process, speed up services, and increase efficiency by applying the Design Thinking method. This method helps in understanding the needs of the user, structuring problems, and producing solutions through systematic stages. The results of the design test using the System Usability Scale (SUS) method with 30 respondents obtained a score of 88.5833 out of 100, included in category A (Excellent) and considered acceptable.

Keywords *— UI/UX, Design Thinking Method, System Usability Scale*

1. INTRODUCTION

Every year, technological improvements, especially in the field of the internet, change the way people think and live their lives[1]. The existence of the internet helps to find information is now easier. Nowadays, many people, whether children, teenagers or adults, apply technology to several things, such as shopping and using social media. This is because technology is necessary for human life and is closely related to daily activities[2]. According to a survey from APJII, internet penetration in Indonesia will be 79.50% in 2024, or 221,563,479 people out of 278,696,200 people living in Indonesia in 2023. This represents a significant increase of 1.4% compared to the previous year, with internet usage time per day of 54.68% with a time of about 1-5 hours/day[3]. This increase has also driven the growth of the buying and selling sector which has now switched to the E-Commerce system. E-Commerce itself is a way of electronic transactions that allows a person to buy and sell products without having to meet in person or come to a physical store. This buying and selling process can be done through websites, applications, and various social media platforms. Indonesia is the world's largest projected E-commerce development country in 2024, through a growth rate of 30.5%[4][5].

The Jepun Bali Store is a store that sells a variety of products typical of Balinese Hindu culture and religion, such as traditional clothing, accessories, ceremonial supplies, and paintings. This store is located on Jl. Jendral Basuki Rahmat No. 45, South Tatura, Palu, Central Sulawesi. In addition to serving direct sales in physical stores, Jepun Bali also conducts online transactions with social media such as Instagram (@jepun_bali_palu), Facebook (JepunBali Palu), and WhatsApp. Instagram and Facebook are used to display product catalogs, while WhatsApp and direct messages (DMs) are used to communicate with customers. However, this system is considered less efficient because customers have to use several separate applications to view products, ask questions, and place orders. The absence of real-time stock and price information, and having to type product data manually, complicates the purchasing process. From the manager's side, the order recording process is still carried out manually, which is prone to errors and time-consuming. Additionally, admins are often overwhelmed responding to inquiries and verifying orders across multiple platforms, which risks lowering customer satisfaction. Jepun Bali stores need a more integrated digital solution considering the various problems that exist. Designing a custom ordering app for customers and store administrators is the best option. It is expected that this application will speed up services, simplify transaction flows, and improve overall operational efficiency.

In order for a booking app to function properly, the design of the User Interface (UI) and User Experience (UX) must be optimally designed. UI/UX plays an important role in the success of an app because it affects the comfort and ease of users when interacting[6]. In designing the Bali Japanese Shop product ordering application, the *Design Thinking* used to be the right approach. This method focuses on solutions by understanding the needs of the user through observation and empathy[7]. *Design Thinking* It also encourages the birth of ideas through brainstorming, followed by prototyping and testing to produce a practical, convenient, and efficient interface to use[8].

Through hands-on experimentation, visualization, and prototyping, the *Design Thinking* helps in understanding the needs of the user more quickly. Some previous studies have also shown the effectiveness of this method in resolving user problems. One of them is a research entitled "UI/UX Design of Mobile-Based Food Sales Applications for MSMEs in Manado City", which aims to make it easier for people to buy food from MSMEs[9]. Another research, "Design of MSME Product Marketing System with UI/UX Concept Using the Method *Design Thinking*", focusing on the development of a souvenir marketing system with sago-based ingredients through complete product information and bazaar locations[10].

Based on the existing problems, the researcher conducted a study with the title "UI/UX Design of Jepun Bali Store Product Ordering Application Using *the Design Thinking* Method". The purpose of this design is to assist administrators in managing sales data and making it easier for customers to order products. The design process was carried out using Figma tools for prototyping, and the tests were applied through the System Usability Scale (SUS) method which involved end users as evaluation respondents.

2. RESEARCH METHOD

In the UI/UX design process of ordering Japanese Bali store product ordering applications, the Jepun Bali store application applies the *Design Thinking*, the research method has a number of stages that need to be carried out, including the stages of research. The research stage is a series of organized efforts and steps that a researcher applies during his research[11]. Each stage has an important role in producing valid and reliable findings. The research stage involves well-organized steps, from identifying the problem to drawing conclusions from the beginning to the end of the research.

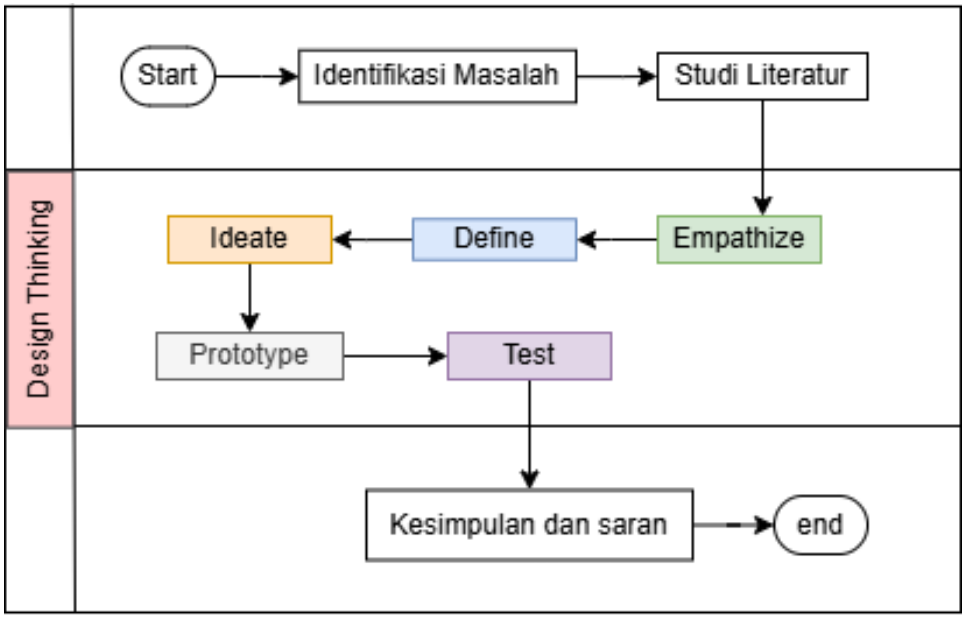


Figure 1. Research Stage

21. Problem Identification

At this stage, the researcher identifies the main problems that are the focus of the study. Where, the efforts applied in digging and collecting information and problems faced by the owner or administrator of Jepun Bali and customers. Identification of these problems will be the basis that will guide the entire research process. Furthermore, a literature study related to the problem was conducted.

2.2. Literature Studies

In this stage, the researcher applies a literature study to obtain a theory that supports the design of the UI/UX application for ordering products at Toko Jepun Bali. Reference sources come from previous journals and information from the internet. Based on the results of the study, the researcher chose the *Design Thinking* as a method to solve problems. To explore the needs and constraints of users, an open questionnaire was used so that respondents could answer freely and in depth. After that, the application prototype is tested using the System Usability Scale (SUS) method to assess the ease of use and performance of the design made.

2.3. Design Thinking

After gaining a better understanding through literature studies, this research then entered the stage of applying the *Design Thinking*. This method can make it easier to solve problems related to users, design, problem formation, and then generate new solutions and ideas. This method involves understanding the user directly, challenging assumptions, and helping to solve user problems, design problems, problem formation, and obtaining ideas and solutions to existing problems[12]. Method *Design Thinking* There are 5 stages, namely Empathize, Define, *Ideate*, Prototype, and Test.

2.3.1. Empathize

Empathize is the initial stage of the *Design Thinking*. Empathize is an effort to *Design Thinking* as an understanding of the user's perspective, identifying the problems faced by the user, and identifying the needs needed during the design process that will take place[13]. In the initial stage, information is collected independently through observation and interviews with Japanese Bali owners or administrators directly. The final result of the Empathize stage is to design an empathy map resulting from the process of visualization of user needs, attitudes, and behaviors, and user personas for a representation of target user criteria and designed to identify the user's problems and expectations when implementing the product to be compiled.

2.3.2. Define

After passing the empathize stage, the second stage is define. At the definition stage, the process of sorting, sorting, and analyzing data from the previous empathize stage. These stages aim to identify the main problems to be discussed in this study. To achieve this goal, the collected data is analyzed and synthesized to identify problems that users actually perceive in the previous stage[14]. At this stage, the analysis of the problem faced will be carried out by defining the problem using the *Pain Point* and create a query with the *How Might We* (HMW).

2.3.3. Ideate

After understanding the user's problems and analyzing the information, entering the stage *Ideate* for the collection of ideas in finding solutions to problems that have been identified and determined in the defined stages. This stage needs to be applied in order to generate as many new ideas and perspectives as possible[15]. The brainstorming method is carried out to obtain ideas and solutions according to the problem statement obtained, becoming a reference in making prototypes. In addition, researchers make user flow as a flow or effort that users want to apply when using the product.

2.3.4. Prototype

The stage of implementation of the ideas that have been created in the design of the application is known as the prototype. The purpose of this prototype is to describe an application design that is tailored to the needs of the user and determine how the user interacts with the application that has been developed [16]. This stage results in Low-Fidelity and High-

Fidelity applications that users apply. This study uses figma tools for design design or prototype.

2.3.5. Test

Test (testing or trial) is the last stage of the process. The goal is to understand whether the solution is going to solve the problem and to make sure that the product is achieving its initial goal[17]. In this stage, evaluation is applied by testing the ease of computer systems through the System Usability Scale (SUS). SUS is one of the tools that can be applied as a measurement of how easily a computer system can be applied by the user. SUS has been created by John Brooke since 1986. John Brooke created a questionnaire to calculate SUS with ten questions that fit the standard question format[7]. This questionnaire uses the likert scale for measurement data, where 1 means strongly disagree and 5 means strongly agree.

Table 1. SUS Question List

Yes	Question
1	I think I will implement this system again
2	I find this system difficult to implement
3	I feel that this system can be used easily
4	I need help from a technician or someone else on the use of this system
5	I feel like the features in this system are running as they should
6	I feel a lot of things are inappropriate (inconsistent in this system)
7	I feel like others can understand how to use this system quickly
8	I find this system confusing
9	I feel that there are no obstacles to the use of this system
10	I have to get used to it first before implementing this system

The test data was collected and calculated as follows: 1) the questions were divided into several parts, namely odd questions and even questions; 2) the x-1 formula is used to calculate points for odd questions, where x is the scale number of the user for that question; 3) The 5-x formula is used to calculate points for even questions; and 4) respondent scores are calculated by multiplying the total calculation of all odd and even numbers by 2.5. The System Usability Scale (SUS) has the highest score of 100, and a score above 100 is considered incorrect or invalid. The final score obtained from this scale shows the level of ease with which the prototype has been built, if the score reaches 67 to 100, the prototype is considered good and does not need to be repaired again[18].

Table 2. Adjective Ratings

SUS Score	Grade	Adjective Ratings
>80.3	A	**Excellent**
68-80.2	B	**Good**
67	C	**Okay.**
51-66	D	**Poor**
<51	E	**Awful**

2.4. Conclusions and Suggestions

After completing each stage of the *Design Thinking*, the final stage of the research is to draw conclusions and suggestions. Conclusions are obtained according to the results of research that has been carried out in determining solutions to problems, and suggestions are used as a basis for further research It is hoped that these conclusions and suggestions will help researchers improve and consider future research topics.

3. RESEARCH RESULTS AND DISCUSSION

In this chapter, we will discuss the results of the UI/UX Design of the Bali Japanese Shop Product Ordering Application Using the *Design Thinking Method*.

3.1. Empathize

In the early stages *of Design Thinking* , namely empathize. In this stage, a user-centered approach is applied as the basis of human centered design. Researchers must have a deep understanding of the user's feelings, situations, and experiences. This is done to understand what users may be facing and need. The first stage in the empathize process begins with an interview with the owner of the Japanese Bali Store to understand the obstacles in operations and services. After that, the researchers distributed questionnaires to customers to find out their experiences and problems when shopping. The questionnaire is distributed through Google Form as part of user research to collect needs and problems directly. The table contains questionnaire questions for Japanese Balinese customers.

Table 3. List of Customer Questionnaire Questions

Yes	Question
1	Have you ever visited Toko Japan Bali?
2	How many times have you shopped at Toko Japan Bali?
3	Have you ever encountered problems when shopping at Toko Jepun Bali?
4	If so, what problems did you experience at Toko Japan Bali?
5	Have you ever agreed if there will be a product ordering application at Toko Jepun Bali?
6	What features do you want for the product ordering app at Toko Jepun Bali?

At this stage, an empathy map will be created to help gain user-centered insights to understand others by looking at the user's perspective. The empathy map consists of four quadrants, with each quadrant containing say, think, does, and feels. In addition, user personas are used in product design and service development because they are based on data and research about real users to understand user behavior, needs, and goals.



Figure 2. Empathy Map Administrator



Figure 3. Empathy Map Customer



Figure 4. Empathy Map Administrator

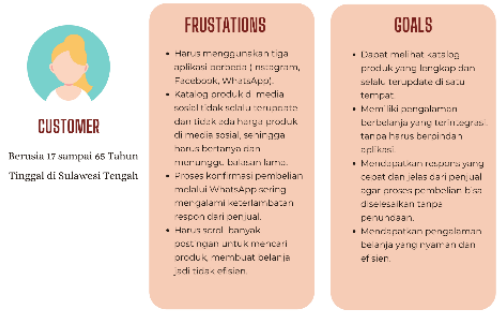


Figure 5. Empathy Map Customer

3.2. Define

The second stage is the Define stage, also referred to as the stage of defining the problem with the aim of giving users a better understanding of the problems they are facing. In this stage, the information that has been obtained is to be analyzed as an identification of core problems that must be solved. In this stage, Pain Point and How might We (HMW) are to be identified as a process of grouping the details of the problems faced by users.

Table 4. How might We Administrator

No.	Pain Point	How Might We
A-1	Sales data managers are still manual and error-prone	What if order recording is done automatically and integrated?
A-2	Have to record orders one by one (inefficient)	
A-3	Customer communication is spread across multiple platforms (WhatsApp, Instagram, and Facebook)	How about unifying all customer communication channels into one system and reducing the burden of admins serving customers manually?
A-4	Delayed responses have an impact on customer loss and dissatisfaction	
A-5	Order verification and payment are done manually	How about speeding up the process of verifying orders and payments digitally?

Table 5. How Might We Customer

No.	Pain Point	How Might We
C-1	Difficulty taking time to shop without having to physically come to the store	What if it makes it easier for customers to shop without coming to the store physically
C-2	Product stock is not updated in real-time on social media, so customers are often unsure if the product is still available	How about providing real-time product stock information and notifications about product availability to customers?
C-3	The desired product has expired without notice	
C-3	Admin response via DM/chat is slow and has to manually type every question	How about speeding up customer and admin communication without relying on admins alone?
C-4	Doubting the quality of products that are only seen through social media	How about presenting complete information about each product so that customers are more confident before placing an order?
C-5	Product information on social media is incomplete (size, color, material)	
C-6	Product prices are not listed, you have to ask manually via DM/chat	
C-7	It's hard to find products because they're unstructured and have to scrool all posts	What if products are displayed by category and can be searched quickly?
C-8	Unable to cancel an order after booking or know the cancellation conditions	How about making the order cancellation process easier and the conditions for submitting a cancellation?
C-9	Shipping data must be repeated every time you shop	What if it provides direct delivery options and connects with logistics partners?
C-10	No estimated cost and out-of-town shipping process	
C-11	Can't track order status	What if we set up live order tracking?
C-12	Promos and discounts are not clearly communicated	How about displaying automatic promo and discount notifications in the app?

3.3. Ideate

In the third stage *of Ideate*, ideas are sought in solving problems that have been defined previously and producing solutions based on the needs of the user. To find the best solution, brainstorming is applied as a generator of as many ideas as possible, where this idea is then used to make a prototype. The brainstorming results will then come up with a solution.

Table 6. Solutions Idea Adminstrator

No.	Feature	Specification Requirements
1	Admin Dashboard	- Displays daily, weekly, and monthly sales data. - A graph of revenue and transaction amounts. - Incoming order notifications in real time.
2	Automated order management	- All orders are automatically recorded in the system at customer checkout. - Order status can be updated (packed, shipped, completed). - Verify payment if the proof of transfer has been uploaded by the customer through the application.
3	Product & stock management	- Features to add/edit/remove products. - Stock update after transaction
4	Shipment management	- Features to add/edit and remove delivery types
5	Incoming order notifications	- Admin gets notified when there is a new order through the web admin

No.	Feature	Specification Requirements
6	Automatic reminders for customers	- The system automatically sends a follow-up message if the customer has not completed the payment

Table 7. Solutions Idea Customer

No.	Feature	Specification Requirements
1	Mobile app of japanese bali store	- A unified platform for shopping, queries, tracking, and payments in one app
2	Structured product catalog	- Visually display all products with name, price, size, color, and material. - Product availability information is automatically updated every time there is a transaction - Products are grouped into categories (Kebaya, Ceremonial Supplies, Accessories, Men/Women, Children, etc.).
3	Product search & filter feature	- Search features by keywords (e.g.: kebaya, kamen). - Filter by category, price, size, and color,
4	Automatic cart & checkout	- Customers can add to cart and checkout instantly without the need for chat.
5	Integrated payments	- Payment via e-wallet, bank transfer, QRIS, and automatic confirmation.
6	Order status tracking	- Tracking feature that provides process info: packaged – shipped – received.
7	Promo notifications	- Active promo and discount banners on the main page - Real-time notifications when any products are getting discounts and promos
8	Order cancellation feature	- Users can cancel an order within a certain time limit if it has not been processed.
9	Estimated Shipping & Shipping	- Automatic delivery information based on location, including out-of-town such as Kota Raya. - Shipping address data can be stored in the user's account. - You can choose an address at checkout without retyping.
10	Live chat & automated chatbot	- Chatbot to answer common questions (price, stock, size, etc.). - Live chat for direct interaction with admins (operating hours specified).

In the *Ideate* stage, user flow planning is applied. User flow describes the effort that the user makes when interacting using the application.

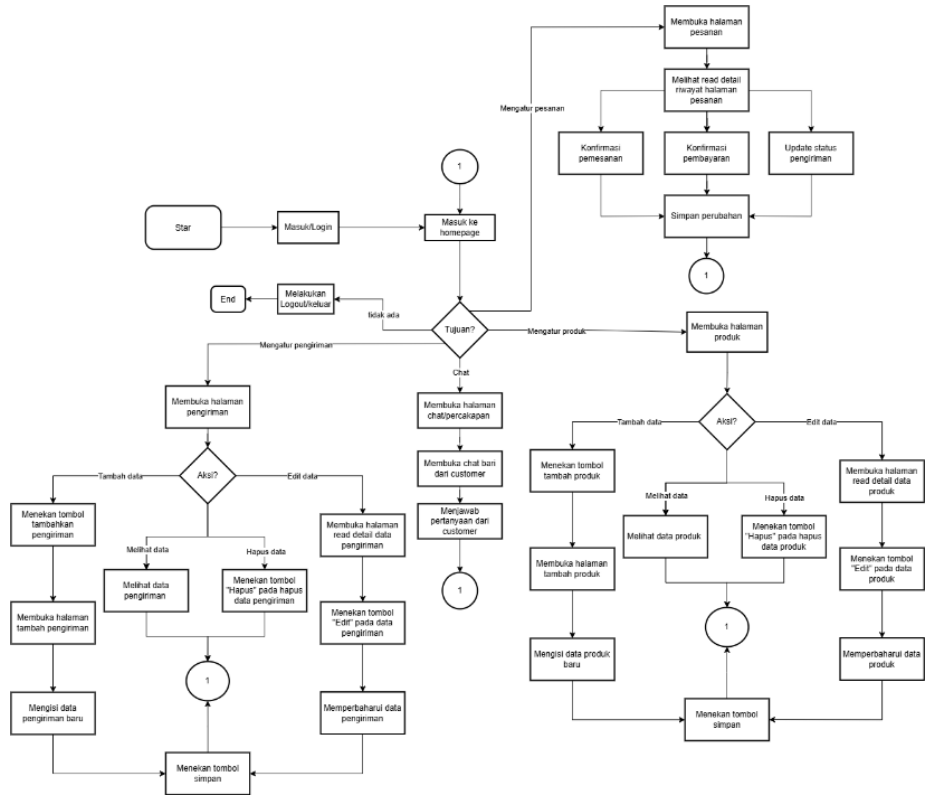


Figure 6. User Flow Administrator

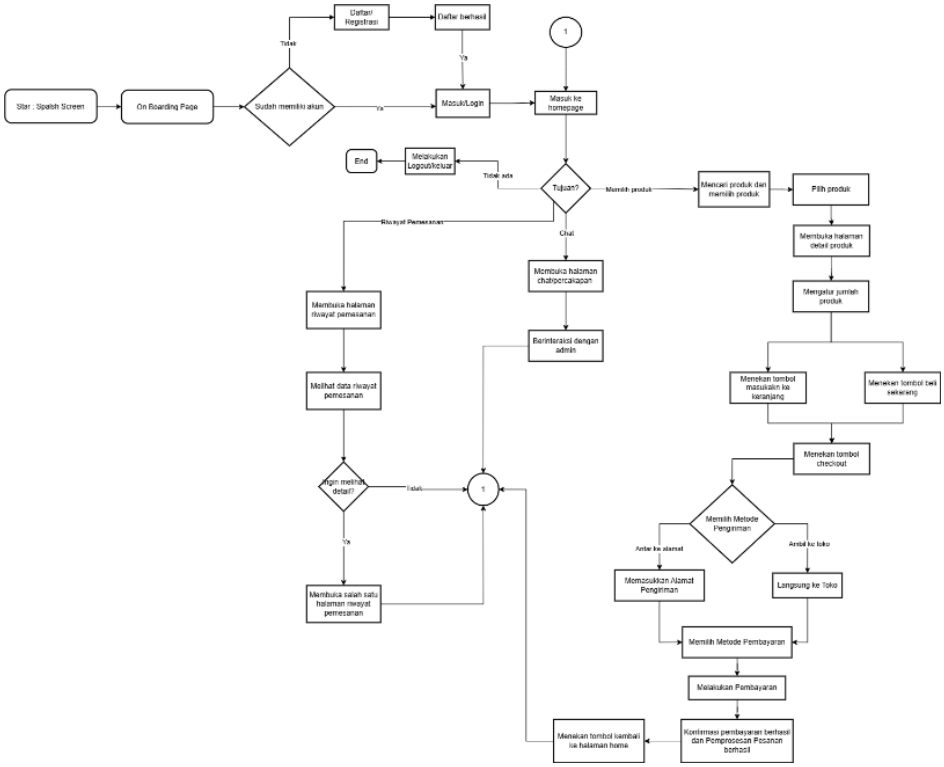


Figure 7. User Flow Customer

3.4. Prototype

Prototype is the main stage in the *Design Thinking process*, where the researcher wants to compile a prototype of a solution idea that has been made in the previous stage. In the prototype stage, the ideas and solutions that have been found in the *Ideate* stage will be applied in 2 prototype forms, namely *Low Fidelity* and *High Fidelity*. The *Low Fidelity* and *High Fidelity prototype* were compiled using the figma tool.

3.4.1. Low Fidelity

At this stage, the researcher wants to design an initial representation of the application design known as *a wireframe*. *This wireframe* will display an initial sketch of the application that provides an overview of the available menus and the arrangement of features on each page.



Figure 8. Low Fidelity Administrator

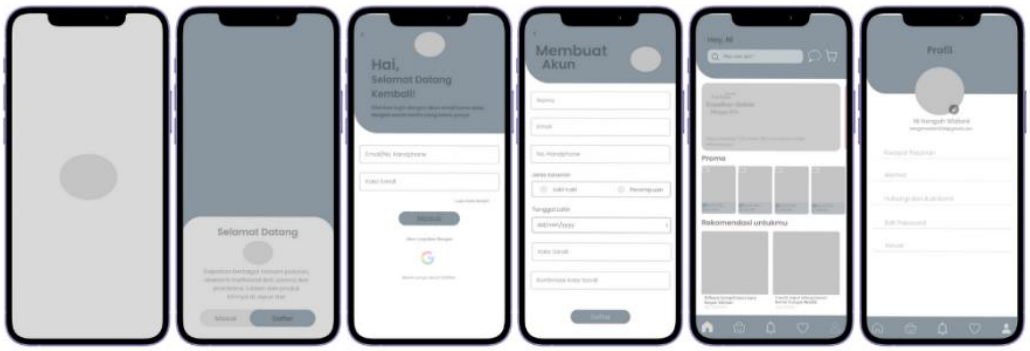


Figure 9. Low Fidelity Customer

3.4.2. High Fidelity

This stage turns the *wireframe* into a *High Fidelity prototype* or mockup with a more detailed look and resembles the final application. The design of the system began to be implemented, complete with elements such as colors, typography, icons, and images. Interactive prototypes are also created so that users can experience using the application directly.

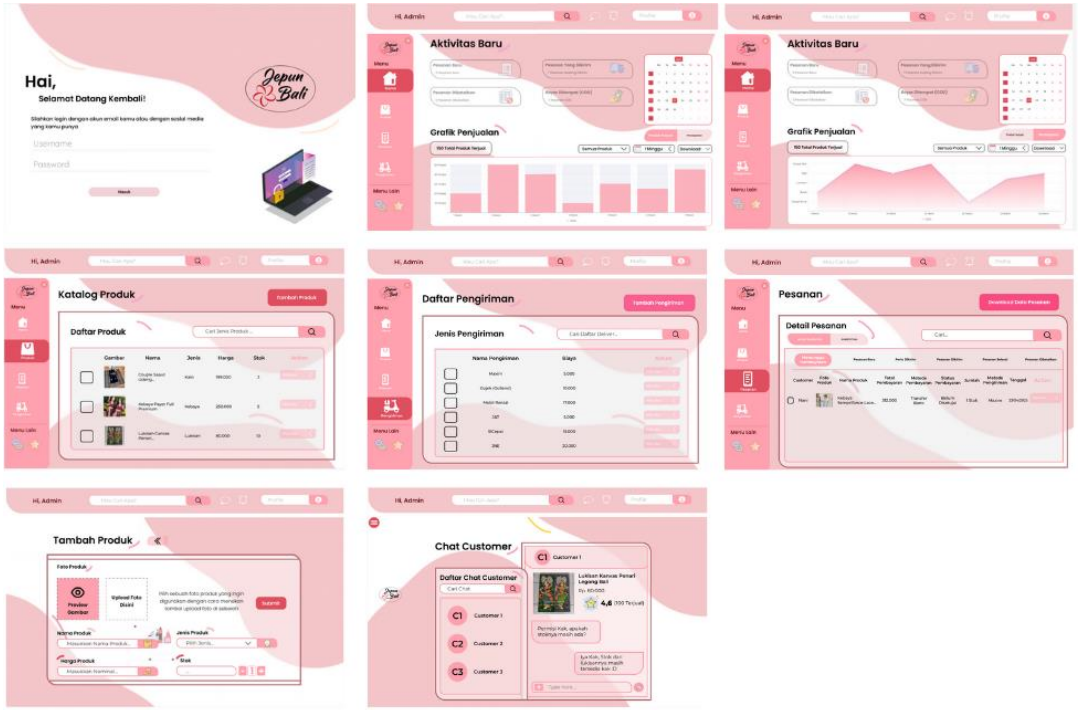


Figure 10. High Fidelity Administrator

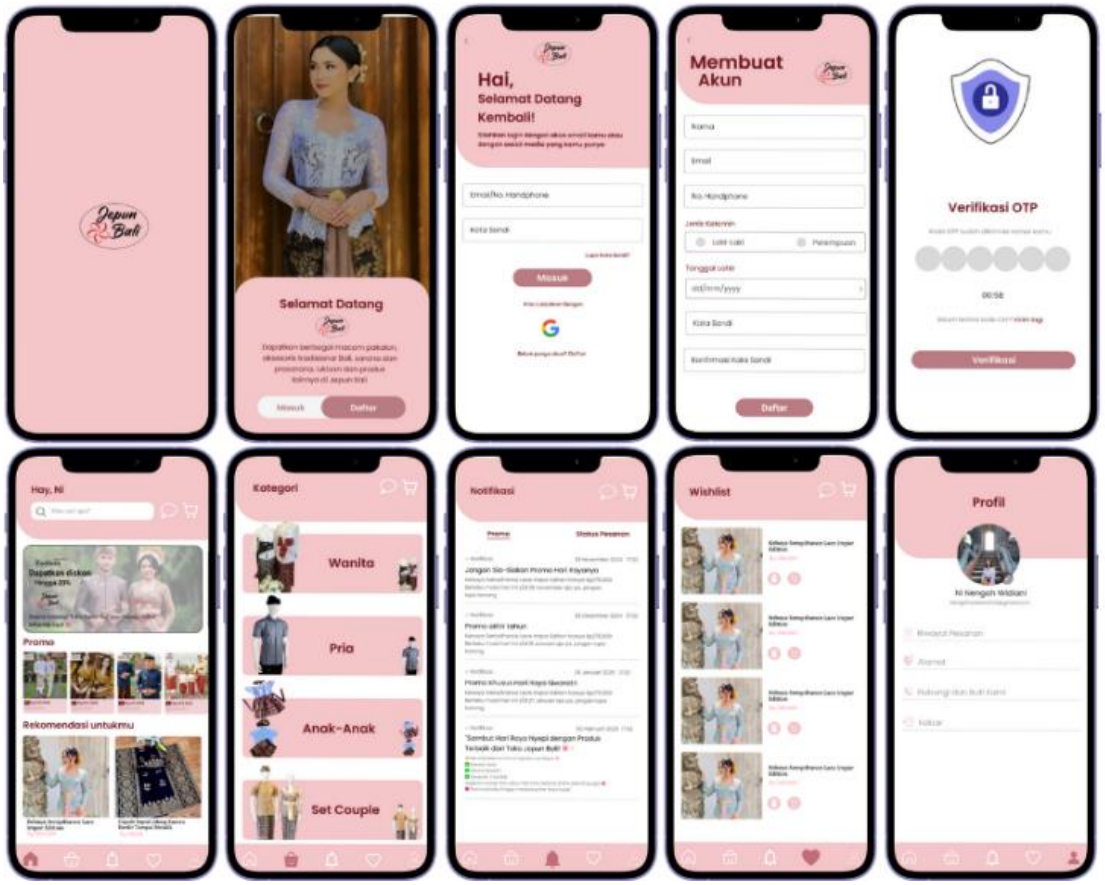


Figure 11. High Fidelity Customer

3.5. Test

The test stage is the final stage of the *Design Thinking process*. This is applied as a collection of feedback and responses from the results of the Prototype in order to understand whether a solution can be done to solve the respondent's problem or not. The test results in the satisfaction process with the System Usability Scale (SUS) are to be applied as a determination of the results. In this stage, the distribution of the questionnaire is to be implemented through 10 questions that the respondents want to fill in with a total of 5 odd questions and 5 even questions, where each question has an answer in the form of a likert scale of 1-5, where a score of 1 means strongly disagree and a score of 5 means strongly agree. At this stage, the test process was applied to 30 respondents. The following are the results of the data from the SUS questionnaire after being submitted to the respondents seen in table 7, namely:

Table 8. SUS Questionnaire Original Data

Yes	SUS Original Data									
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
R1	5	2	4	1	5	1	5	1	5	2
R2	5	1	5	2	5	1	5	1	4	3
R3	5	1	4	1	5	2	4	2	5	2
R4	5	2	5	1	4	1	4	1	4	3
R5	4	1	5	2	5	1	5	1	5	2
R6	4	1	5	2	4	1	5	1	4	2
R7	5	1	5	1	4	1	4	1	4	2
R8	5	1	5	2	5	1	4	1	4	3
R9	5	2	5	1	5	1	5	2	4	2
R10	5	1	4	1	4	2	4	2	5	2
R11	4	1	5	2	4	1	5	1	4	1
R12	5	2	5	1	4	1	4	1	5	2
R13	4	1	5	2	5	1	4	2	4	3
R14	4	1	5	2	5	1	4	1	5	2
R15	5	2	4	1	4	1	5	1	4	2
R16	5	1	5	2	4	2	5	1	4	2
R17	5	1	4	1	4	1	4	2	5	1
R18	4	2	5	1	5	2	5	1	4	2
R19	5	1	4	2	5	2	4	1	4	1
R20	5	2	5	1	5	1	4	1	4	2
R21	5	2	4	1	5	2	4	2	4	1
R22	5	1	5	2	5	2	4	1	5	2
R23	5	2	4	1	5	1	5	2	4	1
R24	4	1	5	2	4	1	5	2	4	1
R25	5	2	4	1	4	2	5	2	4	1
R26	5	1	4	2	5	2	5	1	5	2
R27	4	1	5	2	4	1	5	1	4	2
R28	5	2	5	1	5	2	4	1	5	1
R29	5	2	5	2	5	1	4	1	4	1
R30	5	2	4	1	5	1	5	2	4	1

After the questionnaire data was collected from the respondents, the questions were categorized into odd and even questions. Each odd question will be subtracted by 1 from the score (X-1), and each even question will be subtracted by a value of 5 (5-X). Next, the result of the SUS score will be multiplied by 2.5. After calculating the results of each respondent's

score, it is to be averaged in order to get the final result of the SUS score, as shown in equation 1.

$$Hasil\ Skor\ SUS = \frac{total\ penjumlahan\ hasil\ skor\ responden}{jumlah\ responden} \quad (1)$$

The following are the calculation results obtained from SUS as shown in table 9

Table 9. SUS Score Result Data

Yes	Score Result Data										Total Value	Value x 2.5
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10		
R1	4	3	3	4	4	4	4	4	4	3	37	**92,5**
R2	4	4	4	3	4	4	4	4	3	2	36	**90**
R3	4	4	3	4	4	3	3	3	4	3	35	**87,5**
R4	4	3	4	4	3	4	3	4	3	2	34	**85**
R5	3	4	4	3	4	4	4	4	4	3	37	**92,5**
R6	3	4	4	3	3	4	4	4	3	3	35	**87,5**
R7	4	4	4	4	3	4	3	4	3	3	36	**90**
R8	4	4	4	3	4	4	3	4	3	2	35	**87,5**
R9	4	3	4	4	4	4	4	3	3	3	36	**90**
R10	4	4	3	4	3	3	3	3	4	3	34	**85**
R11	3	4	4	3	3	4	4	4	3	4	36	**90**
R12	4	3	4	4	3	4	3	4	4	3	36	**90**
R13	3	4	4	3	4	4	3	3	3	2	33	**82,5**
R14	3	4	4	3	4	4	3	4	4	3	36	**90**
R15	4	3	3	4	3	4	4	4	3	3	35	**87,5**
R16	4	4	4	3	3	3	4	4	3	3	35	**87,5**
R17	4	4	3	4	3	4	3	3	4	4	36	**90**
R18	3	3	4	4	4	3	4	4	3	3	35	**87,5**
R19	4	4	3	3	4	3	3	4	3	4	35	**87,5**
R20	4	3	4	4	4	4	3	4	3	3	36	**90**
R21	4	3	3	4	4	3	3	3	3	4	34	**85**
R22	4	4	4	3	4	3	3	4	4	3	36	**90**
R23	4	3	3	4	4	4	4	3	3	4	36	**90**
R24	3	4	4	3	3	4	4	3	3	4	35	**87,5**
R25	4	3	3	4	3	3	4	3	3	4	34	**85**
R26	4	4	3	3	4	3	4	4	4	3	36	**90**
R27	3	4	4	3	3	4	4	4	3	3	35	**87,5**
R28	4	3	4	4	4	3	3	4	4	4	37	**92,5**
R29	4	3	4	3	4	4	3	4	3	4	36	**90**
R30	4	3	3	4	4	4	4	3	3	4	36	**90**
Average Score (Final Result)												**88,5833**

Based on the results of the SUS test that has been carried out on thirty respondents, it was found that the usability scale (SUS) system received a score of 88.5833/100, with a grade scale A, an adjective rating excellent, and included in the acceptable group. The results explain that the UI/UX design of the Jepun Bali store application can realize the desired goals to increase customer and administrator satisfaction. Figure 12 shows the assessment of the SUS score.

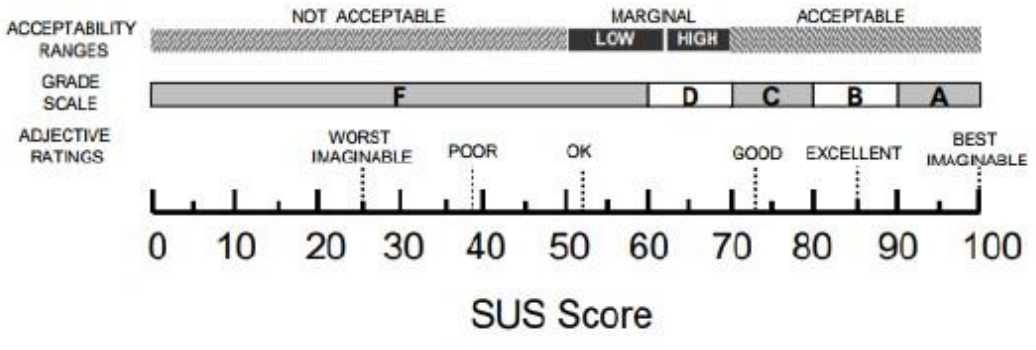


Figure 12. SUS Score Indicator

4. CONCLUSION

The research conducted related to the design of the user interface (UI) and user experience (UX) of mobile product ordering applications reached the following conclusions:

1. Through *the Design Thinking* approach, this research can identify the needs and expectations of users with the stages of Empathize, Define, *Ideate*, and obtain solutions in the form of ordering application designs designed to provide ease of use. The app is designed to include important features such as a more informative product catalog, real-time stock updates, order tracking, order management for admins, and also a more centralized communication system. It is hoped that this application can make the ordering process more efficient, help users shop comfortably, make it easier for admins to manage stores, and make Toko Jepun Bali more ready to compete in the digital era.
2. The test results applied in the prototype of the UI/UX design of the ordering application using *the usability system* (SUS) scale method explained the average score of 88.5833/100, through the grade scale A, adjective rating excellent, and entered the acceptable category. According to the results of the SUS test, this explains that the UI/UX design of the Japanese Bali store application has succeeded in realizing the expected goal of increasing user satisfaction.

5. SUGGESTED

Based on the results of the study, the suggestion for further research is that the UI/UX design of the product ordering application in the Jepun Bali store that the UI design can be applied into a system, this suggestion is given because the design has met the expectations and needs of the user who are assessed from the results of the user during the test. As well as to be able to improve the system through additional features needed by users. By continuing to make improvements to the design, the user experience can be better and they can also adapt more quickly to the look or system being used.

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