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UI Design for the PowerTeam Web-Based Sales Management System Using the Prototyping Method for PT PowerPOS Global Network

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Abstract

This research addresses inefficiencies at PT PowerPOS Global Network caused by manual sales management (Excel and WhatsApp). This reliance causes data to be decentralized, difficult to track in real-time, and hinders strategic decision-making. The purpose of this research is to produce a Web-Based User Interface (UI) Design of a PowerTeam Sales Management System as a solution to these operational management problems. The development method used is the Prototyping Method which adopts the User-Centered Design (UCD) framework, with Figma as the primary design tool. UI design is carried out iteratively to support rapid design validation, in contrast to the sequential method (Waterfall). Needs analysis is supported by Use Case Diagrams, Flowcharts, and a mapping of functional and non-functional requirements. The final result of the research is a High-Fidelity UI mockup Design Blueprint for the Master Data Page and Team Operational Management. Design validation was conducted through Heuristic Evaluation based on Nielsen's 10 Heuristics [13] and usability testing using the System Usability Scale (SUS) [15] involving six participants. The resulting UI design is expected to consolidate data, provide an intuitive interface for full visibility of the sales team's performance, and support operational efficiency and strategic management decision-making upon implementation.

Keywords: User Interface (UI); Sales Management System; Prototyping; Figma; Web-Based; System Usability Scale; Heuristic Evaluation.

1. Introduction

Operational effectiveness and speed of decision-making are crucial factors for startup competitiveness in the digital era. Startups refer to entities that have just been formed and are beginning to operate, usually innovating in digital technology [1], [2]. PT PowerPOS Global Network, as a startup company providing cloud-based Point-of-Sale (POS) applications, faces serious obstacles in managing the sales team responsible for marketing its products. POS is a cashier system for recording transactions that combines hardware and software to enhance the effectiveness of the sales process [3], [4], [5].

Historically, the team management process has been carried out conventionally, relying on recording client data in Microsoft Excel prone to inconsistencies and distributing assignments through WhatsApp. This manual method causes sales data and activities to be poorly managed and difficult to track in real-time, directly hindering managers' ability to plan strategies and accurately monitor team performance. In the context of a fast-paced industry, delays in information due to this manual process can directly impact the loss of market opportunities and the company's competitiveness.

The urgency of this research lies in the pressing need of PT PowerPOS Global Network for a centralized platform that can integrate management and sales operational data. A systematic digital solution is needed to replace manual work methods that are incapable of providing real-time visibility into team performance. Therefore, this research focuses on providing a digital solution in the form of a Web-Based PowerTeam Sales Management System UI Design using Figma. Figma is a cloud-based collaborative design platform used to design interfaces (UI) and has integrated interactive prototyping features, allowing designers and teams to work on the same file in real-time [6], [7], [8], [9]. UI is the visual bridge between the user and the system encompassing all interactive and visual elements such as layout, colors, typography, icons, and buttons for clarity and ease of navigation [10], [11], [12]. This UI design aims to create a centralized platform to help Admins/Managers manage master data and monitor various operational aspects in real-time.

Based on these issues, this research has two main objectives: (1) to design a High-Fidelity UI mockup of a Web-Based PowerTeam Sales Management System using Figma with the Prototyping Method adopting UCD principles; and (2) to validate the design through Heuristic Evaluation based on Nielsen's 10 Heuristics [13] which have been proven to remain relevant as the absolute foundation of interface usability evaluation [14], and usability testing using the System Usability Scale (SUS), which has been validated for evaluating various types of interfaces [15]. The results of this research are expected to serve as detailed visual design guidelines for the programmer team and significantly improve the effectiveness of sales team management.

A literature review of previous research focusing on Sales Force Automation (SFA) provides strong methodological justification. SFA is a system capable of combining sales and services with the aim of creating customer value and organizational efficiency, particularly to accelerate close deals [16], [17], [18]. Research by Wijaya, A. R. et al. [16] proves that the Prototyping Method is highly effective in SFA system development. Meanwhile, studies by Anshori, A. et al. [19] and Susanti, N. D. et al. [20] used the Waterfall Method to design sales management systems. This methodological gap suggests that Prototyping is better suited for UI/UX design requiring rapid validation. Given the dynamic nature of PT PowerPOS Global Network's needs as a startup, the Prototyping Method adopting UCD principles was chosen as the most appropriate framework. UCD is a method that focuses on the user as the primary concern in design to meet user needs, comfort, and satisfaction [21], [22], [23]. The literature study of this research can be seen in Table 1.

Table 1. Literature Studies

Author & Year	Title	Purpose	Strength	Weakness
Ageng Rama Wijaya et al. (2018)	Development of SFA Information System Using Prototyping Method at Branded IT Store Malang.	Develop a web-based SFA system to overcome manual transaction recording and provide online product information.	System 100% valid (UAT). Prototyping effectively accommodates user needs.	Minor compatibility issues on older web browsers (IE 9-11 and Firefox version 58).
Ardhiawan Anshori & Eman Setiawan (2023)	Design and Build a Web-Based SFA Information System at PT. Garam.	Design an SFA system based on the Waterfall Method to record customer/sales data and create visit schedules.	Minimizes calculation errors. Uses structured UML modeling.	Waterfall is linear and less flexible in accommodating rapid UI design changes mid-project.
Ninik Dewi Susanti et al. (2024)	Web-Based Sales Management Information System with WhatsApp Notifications (CV Mitra Abadi).	Design a Sales MIS based on the Waterfall Method to manage sales data and master data in a structured way.	Capable of recapping sales figures and includes WhatsApp Notifications as account verification.	Waterfall is considered less adaptive to dynamic UI needs and User Experience focus.

A review of the literature reveals significant shortcomings in the methodologies used by previous sales system research. Studies using the Waterfall Method have proven to be linear and less flexible in accommodating rapid UI design changes. Even Wijaya, A. R. et al., who adopted the Prototyping Method, still faced minor compatibility problems in older web browsers. This research presents a better solution using the Prototyping Method adopting UCD principles, designed to directly address manual inefficiency, with additional validation through Heuristic Evaluation and SUS testing.

2. Research Methodology

This study uses a Case Study approach with PT PowerPOS Global Network as the object. The development method used is Prototyping, which adopts the UCD framework because it is considered effective in producing UI designs that meet user needs through iterative cycles. The stages of the Prototyping Method applied can be seen in Figure 1, in the following order:

a. Communication and Needs Analysis

This phase aims to identify system needs based on specific field problems at PT PowerPOS Global Network. The analysis was carried out to understand the manual processes (Excel and WhatsApp) causing inefficiencies and to determine the required features. The result is a list of functional needs (manage employee master data, assignments, attendance, reports) and non-functional needs (real-time visibility, usability, and display consistency).

b. Quick Design

The results of the needs analysis are translated into an initial concept design (wireframe). This stage includes determining the information structure and navigation flow for the web-based system, using Figma to define the basic layout of each page (Admin/Manager).

c. Construction of Prototype

The wireframe was developed into a High-Fidelity visual mockup and interactive prototype using Figma. This stage focuses on simulating the PowerTeam Sales Management System interface, ensuring that the Master Data and Operational Management page designs visually represent consolidated and structured data.

d. Deployment and Feedback

The prototype was tested and submitted to stakeholders (Admin/Manager) of PT PowerPOS Global Network. Feedback received was used to evaluate the usability and functionality of the design through Heuristic Evaluation and SUS testing, ensuring that the UI output is truly intuitive and effective as a Functional Design Guideline ready for implementation.

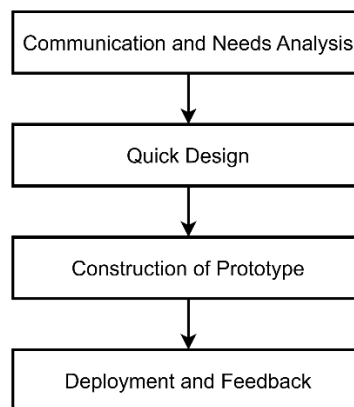


Figure 1. Prototyping Method Research Framework

3. Result and Discussion

3.1. Use Case Diagram

The Use Case Diagram shows the interaction of the actor (Admin/Manager) with the system. The system's key functionality covers the entire sales management cycle, from master data to reporting. Admin/Manager actors can start a session by Logging into the system, then have the capability to Manage Master Data (including employees and products), Manage Assignments for the sales team, and Monitor team Attendance in the field. All sales activities are then processed into information for actors to Obtain Sales Reports and Create comprehensive performance reports. The core functionality of the system can be seen in Figure 2.

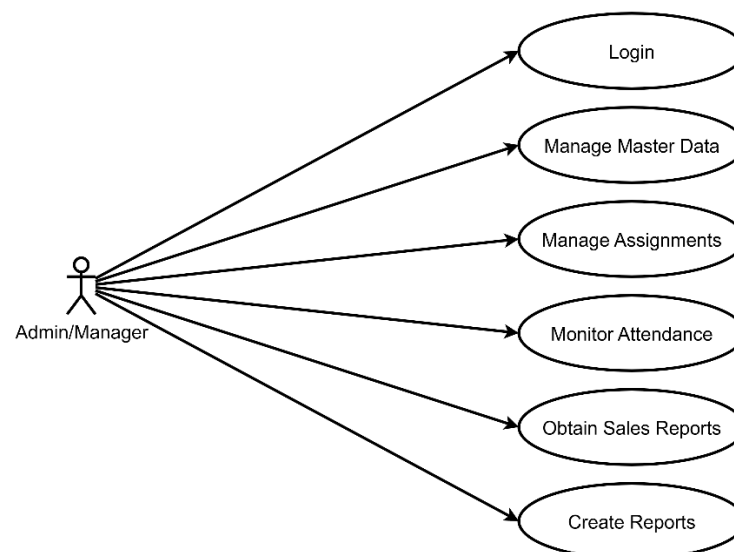


Figure 2. Use Case Diagram of the PowerTeam Sales Management System

3.2. Flowchart

The flowchart visualizes the computerized business process flow, showing a systematic sequence of steps to ensure operational transparency and efficiency. The digitization of this process flow directly overcomes management constraints that previously relied on manual communication via WhatsApp and separate recording, so that all activities can be monitored in one integrated system. The flowchart describes the entire assignment management cycle, from master data input as a prerequisite to generating performance reports as the final output. The assignment management flowchart can be seen in Figure 3.

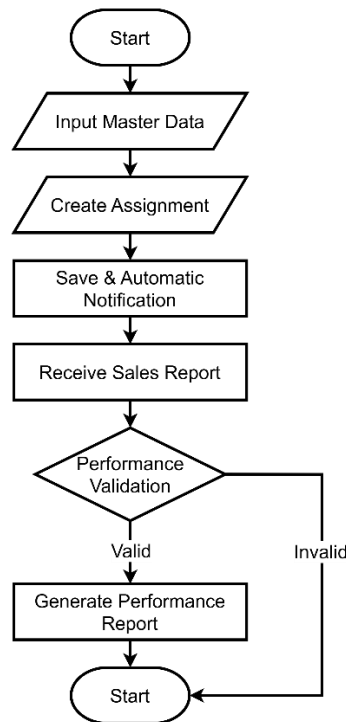


Figure 3. Sales PowerTeam Assignment Management Flowchart

3.3. Requirements-to-UI Features Mapping

To ensure traceability between identified requirements and designed features, Table 2 presents a mapping of functional and non-functional requirements to the resulting UI features.

Table 2. Mapping of Functional and Non-Functional Requirements to UI Features

Code	Type	Requirement	UI Feature	Fig. Ref.
F-01	Functional	Manage Master Data (employees, products, regions, working hours, etc.)	Master Data Page: 9 sub-menus with uniform CRUD features	Fig. 5, 6
F-02	Functional	Manage sales team assignments	Assignment Page under Operational Management	Fig. 7
F-03	Functional	Monitor team attendance in the field	Attendance Page under Operational Management	Fig. 9
F-04	Functional	Generate sales performance reports	Reports Page, including Visit Report sub-menu	Fig. 8
F-05	Functional	User authentication (Admin/Manager)	Login Page with minimalist design	Fig. 4
NF-01	Non-Functional	Real-time team performance visibility	Filtered and structured data tables across all operational pages	-
NF-02	Non-Functional	High usability - ease of use	Consistent sidebar navigation, uniform layout, descriptive icon labels	-
NF-03	Non-Functional	Interface display consistency	Uniform components, typography, and color palette across all pages	-

3.4. UI Design Implementation

The research implementation results are in the form of a high-fidelity mockup design using Figma, representing the appearance and interaction flow of the web-based PowerTeam Sales Management System. This design is a visual Design Blueprint ready to be submitted to the programmer team for code implementation.

3.4.1. Login Interface Design

The Login interface design serves as a user authentication gateway before entering the system. This page applies a minimalist and focused design to ensure Admins and Managers can enter their credentials quickly and securely. After successful authentication, users are redirected to the main operational management page. The Login interface design can be seen in Figure 4.

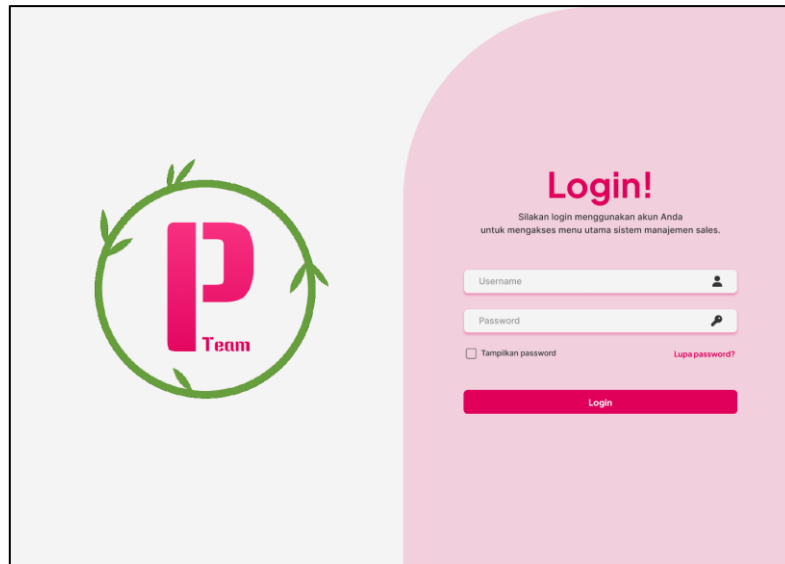


Figure 4. Login Interface Design - User authentication page

3.4.2. Master Data Interface Design

The Master Data interface design is designed to manage the basic data required in sales operations. Features are displayed in the form of uniform tables with add, edit, and delete (CRUD) capabilities in each module. This Master Data menu includes nine important sub-pages: Region, Product Package, Product Package Price, Employee, Assignment Type, Task, Absence Type, Working Hours, and Payment Method. The consistency of the display throughout all modules aims to minimize human error and make it easier for Admins to manage the company's fundamental data centrally. The Product Package menu interface design can be seen in Figure 5 and the Sales/Marketing Team sub-menu in Figure 6.

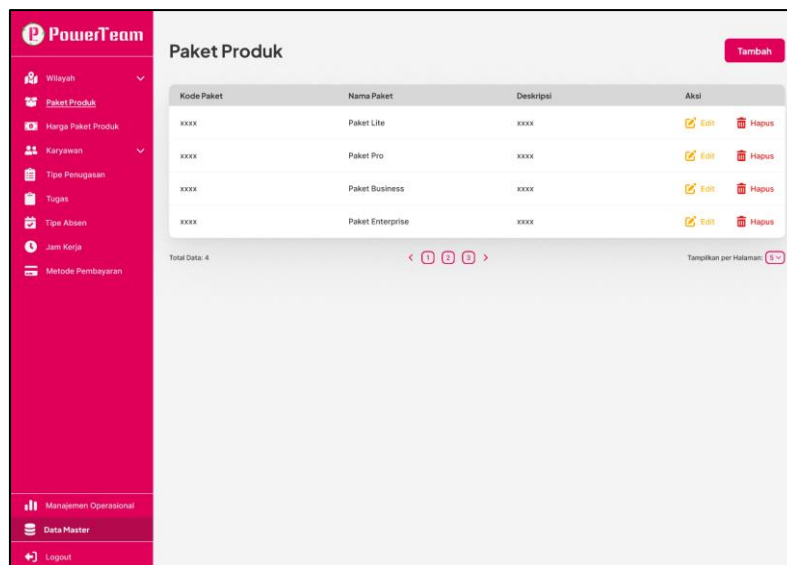


Figure 5. Product Package Interface Design - CRUD table for product service package data

Tim Sales / Pemasaran Tambah

Kode Tim Sales	Tim Sales	Area Operasional	Sales Manager	Sales Supervisor	Salesman	Aksi
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	Edit Hapus
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	Edit Hapus
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	Edit Hapus
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	Edit Hapus

Total Data: 4 < 1 2 3 > Tampilkan per Halaman: 5

Figure 6. Sales/Marketing Team Interface Design - Employee data management sub-menu as part of the Master Data menu

3.4.3. Operational Management Interface Design

The Operational Management interface design allows managers to monitor daily sales activities and ensure all assignments are completed on target. The main feature is the presentation of transaction data and team activities in structured and filtered tables. The Operational Management menu includes the Attendance, Assignment, Info from Center, Info from Sales, Info from Sales Manager, and Reports modules. These pages directly support decision-making by providing full visibility into the performance of sales teams in the field. The Assignment menu interface design can be seen in Figure 7, the Visit Report sub-menu in Figure 8, and the Attendance menu in Figure 9.

Penugasan Tambah

Tanggal	Salesman	Sales Manager	Tugas	Status	Hasil	Catatan	Aksi
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	Edit Submit
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	Edit Submit
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	Edit Submit
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	Edit Submit

Total Data: 4 < 1 2 3 > Tampilkan per Halaman: 5

Figure 7. Assignment Interface Design - Daily assignment table for the sales team

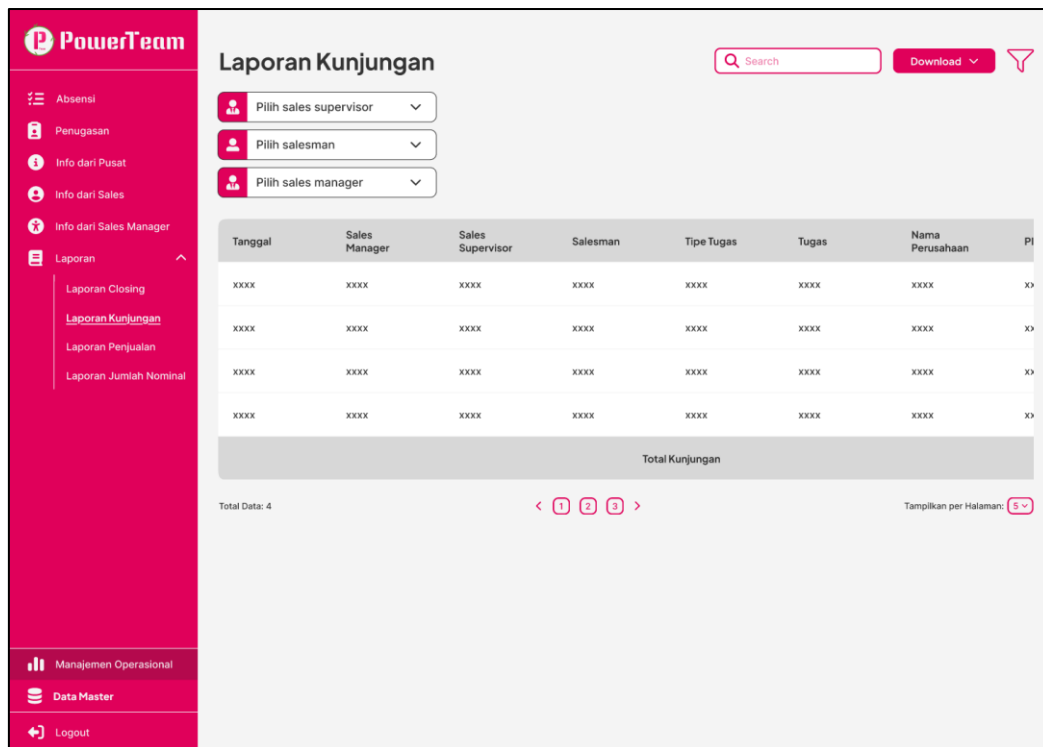


Figure 8. Visit Report Interface Design - Sales visit performance report sub-menu as part of the Reports menu

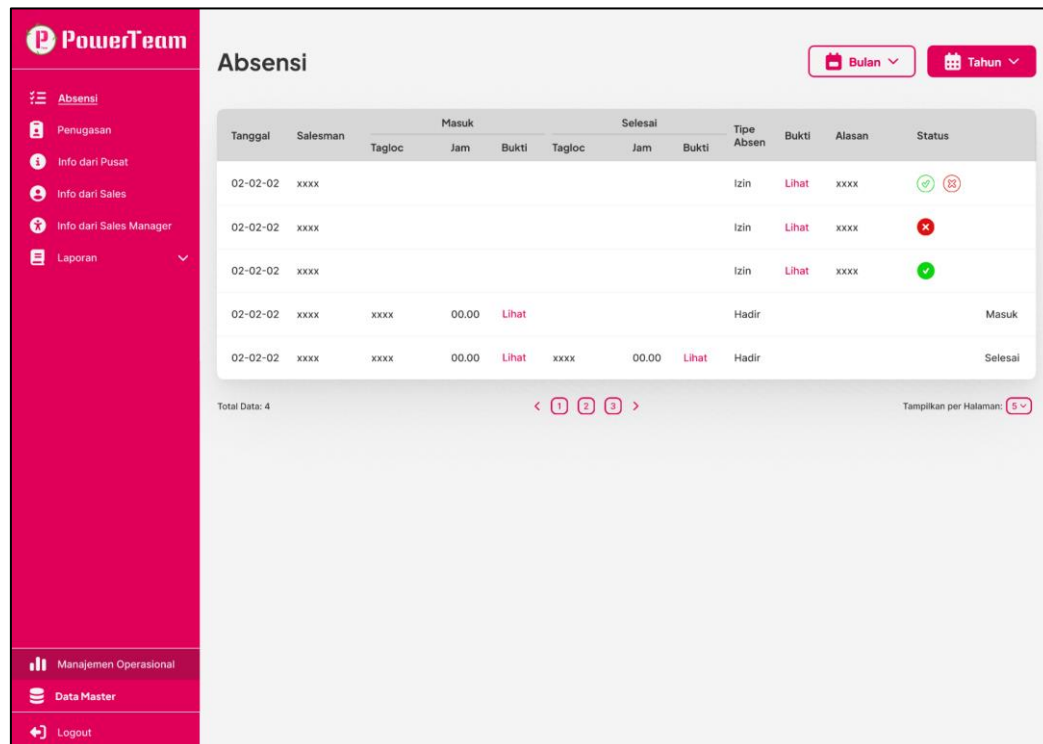


Figure 9. Attendance Interface Design - Daily attendance monitoring table for the sales team in the field

3.5. Heuristic Evaluation

Heuristic Evaluation was conducted by three evaluators on the resulting high-fidelity mockup, using Nielsen's 10 Heuristics [13] as the evaluation framework. This method was chosen because Nielsen's 10 Heuristics have been proven to remain relevant as the absolute foundation of interface usability evaluation, none of the heuristics has been omitted in subsequent researchers' works, as each one touches on every important aspect of interface operation [14]. Each heuristic violation was assessed based on a severity rating on a scale of 0-4 (0=none, 1=cosmetic, 2=minor, 3=major, 4=catastrophic). The evaluation results are summarized in Table 3.

Table 3. Heuristic Evaluation Results Based on Nielsen's 10 Heuristics

Code	Heuristic	Evaluation Finding	Severity	Category
H1	Visibility of System Status	Navigation between pages and modals works well. However, loading indicators during page transitions are not yet available.	1	Cosmetic
H2	Match Between System and Real World	The terminology used (Assignment, Attendance, Visit Report) aligns with the daily operational language of the sales team.	0	None
H3	User Control and Freedom	Cancel buttons and delete confirmation modals are available for every action, preventing users from performing unintended actions.	0	None
H4	Consistency and Standards	Table components, buttons, modals, icons, and color palette are consistent across all Master Data and Operational Management pages.	0	None
H5	Error Prevention	Input forms in modals do not yet have real-time validation before the Save button is pressed, so potential input errors cannot be prevented early.	2	Minor
H6	Recognition Rather Than Recall	Sidebar navigation uses a combination of icons and text labels so users do not need to memorize feature locations.	0	None
H7	Flexibility and Efficiency of Use	Filter, search, and data export features (PDF & CSV) are available on the Reports page, supporting user efficiency suited to the mouse-based system usage.	0	None
H8	Aesthetic and Minimalist Design	The display is clean and minimalist, with information presented according to task priority without unnecessary visual elements.	0	None
H9	Help Users Recognize, Diagnose, and Recover from Errors	Error messages in modal forms are not yet available in the prototype, so users do not yet receive guidance when input errors occur.	2	Minor
H10	Help and Documentation	Help tooltips and inline usage guides are not yet available in the prototype interface.	2	Minor

The Heuristic Evaluation results show that seven out of ten Nielsen heuristics were fulfilled without any violation (severity 0), reflecting that the consistency, navigation, and aesthetic aspects of the interface have been well designed. There are three findings categorized as Minor (H5, H9, and H10) that need to be addressed in the system development stage: the addition of real-time validation on input forms, the provision of informative error messages, and the addition of tooltip or usage guide features. One Cosmetic finding (H1) related to loading indicators can be resolved in the implementation stage by adding transition animations. Overall, no Major or Catastrophic violations were found, indicating that this UI design has a strong usability foundation and is ready to serve as an implementation guideline.

3.6. Usability Testing with System Usability Scale (SUS)

Usability testing was conducted using the System Usability Scale (SUS), one of the most widely used usability evaluation tools, proven valid for evaluating various types of interfaces including web-based interfaces [15]. SUS consists of 10 statements with a Likert scale of 1-5, where odd-numbered items (1,3,5,7,9) are positive and even-numbered items (2,4,6,8,10) are negative. Scores are calculated by summing the contribution of each item - for positive items: (score - 1); for negative items: (5 - score) then multiplied by 2.5 to produce a final score ranging from 0 to 100 [15].

Testing involved six participants, exceeding Nielsen's minimum recommendation of five participants for formative usability testing, thereby producing more representative data. Participants were members of the development team directly involved in the PowerTeam project, consisting of two UI Designers and four Programmers. They were selected because they have an in-depth understanding of the system context and can effectively simulate the role of the target user (Admin/Manager). Each participant was given four specific task scenarios: (1) Login to the system, (2) Add new employee data, (3) Create a new assignment for the sales team, and (4) View the visit report. Immediately after completing all scenarios, participants filled out the SUS questionnaire. Testing results are summarized in Table 4.

Table 4. System Usability Scale (SUS) Testing Results

Code	Name	Role	SUS Score	Category
P1	Fadil Widodo Putra	Programmer	80.00	Good
P2	Rahmanda Pradikja Pangestu	Programmer	67.50	OK
P3	M. Indrajit	UI Designer	87.50	Excellent
P4	Agun Firmansyah	Programmer	70.00	Good
P5	Vira Tiara W	UI Designer	95.00	Excellent
P6	Anwar	Programmer	77.50	Good
Average			79.58	Good

The SUS testing results show an average score of 79.58 which, based on the interpretation scale of Bangor et al. as referenced in Deshmukh & Chalmeta (2024) [17], falls into the good category (Grade B), above the minimum acceptability threshold of 70. The highest scores were obtained by P5 (95.00 - Excellent) and P3 (87.50 - Excellent), while P2 obtained the lowest score (67.50 - OK), indicating certain usability barriers likely related to findings H5 (no form validation) and H9 (no error messages) from the Heuristic Evaluation results. Overall, the average score of 79.58 indicates that the PowerTeam Sales Management System UI design has an acceptable level of usability and is ready to serve as an implementation guideline, with notes for improvement in form validation, error messages, and help features as identified in the Heuristic Evaluation.

4. Research Limitations

This research has several limitations that need to be transparently acknowledged. First, the output of this research is still a UI mockup design (Design Blueprint) and does not yet include a full system development (coding) stage, so the technical functionality of the system cannot yet be verified. Second, usability testing was conducted on a Figma interactive prototype, not on an implemented system, so the SUS testing results need to be re-validated after the system is developed. Third, the testing participants consisted of six development team members directly involved in the project (two UI Designers and four Programmers), rather than actual end users (clients of PT PowerPOS Global Network). This was due to the researcher's limited access to end users during the research period. Although participants have an in-depth understanding of the system context, testing with actual users during the implementation phase will provide more representative results regarding real-world usability. Fourth, this research focuses on the interface for the Admin/Manager role (web-based) and does not yet cover UI design for the mobile interface used by sales teams in the field.

5. Conclusions and Suggestions

5.1. Kesimpulan

The objectives of this research have been successfully achieved through two main contributions. First, a High-Fidelity UI mockup design of the Web-Based PowerTeam Sales Management System was produced using Figma through a Case Study approach with the Prototyping Method framework adopting UCD principles. The resulting Design Blueprint covers the Login, Master Data (9 sub-menus), and Operational Management pages, aimed at consolidating data and providing an intuitive interface for full visibility of sales team performance to support strategic management decision-making upon implementation.

Second, design validation was conducted through two methods. Heuristic Evaluation based on Nielsen's 10 Heuristics identified seven heuristics fulfilled without violation, one Minor finding (H1 - loading indicator), and three Moderate findings (H5 - form validation, H9 - error messages, H10 - help features) that can be addressed in the development stage. Usability testing using SUS with six participants produced an average score of 79.58 in the good category (Grade B), above the minimum acceptability threshold of 70. Both validation results indicate that the resulting UI design has a strong usability foundation and is ready to serve as a functional guideline for the programmer team for the next development stage.

5.2. Suggestions

To increase operational effectiveness, the results of this UI design are recommended to be immediately followed up in the system development stage, accompanied by training for Admins and Managers to ensure an optimal transition.

Heuristic Evaluation findings regarding form validation (H5) and tooltip/help features (H10) should be prioritized in implementation. The company needs to ensure adequate infrastructure readiness (servers and networks) and conduct periodic evaluations. For future researchers, it is recommended to: (1) fully develop the system and re-conduct SUS testing on the implemented system with participants from actual users (PT PowerPOS Global Network clients); (2) expand the number of testing participants for more representative results; and (3) design a mobile interface for sales teams in the field, including the addition of a real-time analytics dashboard.

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8. Declaration of Competing Interest

The authors state that there are no competing and known financial interests or personal relationships that may appear to have influenced the results of the work reported in this scientific article.

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