

ABSTRACT

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DESIGN OF E-COMMERCE UI/UX DESIGN ON WEBSITE-BASED
ALENDRAPING STORE USING DESIGN THINKING METHOD

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Alendraving is a website-based E-commerce application. It allows users to be able to buy products around vape. This application has a variety of vape equipment such as liquid, mod, pod, rda, rta. and can set the wishes that users want to buy. The purpose of designing the UI/UX interface of this application is to explore and apply the principles of design thinking in designing an optimal user interface (UI) and user experience (UX) in this E-commerce application. The features created also aim to answer some of the problems faced by users, namely the lack of free time or the distance of the characters that are very far enough and the lack of completeness of the desired items in offline characters. The steps used in using the Design thinking method include Emphasize, Define, Ideate, Prototype, and Testing. Thus, this writing gets an average score of 77. By applying the design thinking method, the Alendraving Vaper Store website has succeeded in creating an attractive interface, and can be accepted by users.

Bibliography (2018-2023)