# ABSTRACT

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(xiii + 44 + Appendix)

Ertharium is the name of a household business that manages ornamental plants such as plant sales, production, propagation, landscaping and decoration. When Ertharium offers products, it still uses conventional methods where the owner offers them through word of mouth. Therefore, a recommendation for the design of the user interface and user experience for the Ertharium e-commerce website is given to provide comfort to customers when accessing the Ertharium website. This design model has a minimalist design and attractive colors. So that users process the Ertharium e-commerce application user interface. The UI UX design model for e-commerce applications has been tested using usability testing using a maze with a result of 94, meaning this design prototype is very good. Testing the UI UX design model for e-commerce applications using a Likert scale with the results of a questionnaire assessment by testing the display design obtained a score of 87% with a rating of "very good" so that the display design that has been created meets user needs.

**Bibliography (2011-2023)**