ABSTRACT

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UI/UX DESIGN BASED ON PRODUCT DIGITAL AGENCY WEBSITE USING DESIGN THINKING METHOD.
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UI/UX design based on product digital agency website using Design Thinking Method.
Keywords: Design Website, Design Thinking, Figma*, UI/UX, Usability Testing.*
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(XII + 69 + Appendix)

The role of information technology in Indonesia's digital-age businesses is reflected in its impact on marketing through online platforms and social media. Consumer behavior that tends to rely on technology also affects businesses and creates competitive challenges. Not only business people or companies, students are also currently realizing the opportunities in doing business thanks to technological advances. However, this opportunity must be utilized better. In this situation, the role of product digital agency is so important, because it can help face challenges with effective marketing strategies and user experience. product digital agency websites are designed using the design thinking method to help individuals or companies promote products or services that are easy to use, attractive, and in accordance with user needs. The design thinking method itself is divided into 5 stages, namely empathize, define, ideate, prototype and test. Based on the results of usability testing, the prototype product digital agency website was successfully designed, analyzed, and evaluated. Testing five usability testing indicators, namely learnability, efficiency, memorability, satisfaction, and errors shows the final result of accumulated values above 76%. These results indicate that the prototype website is effective and easy to use and understand by users. Link Prototype website product digital agency:
https://www.figma.com/proto/hIJiBpJ3LORoIeoRu1r5yh/MD-Agency?type=design&node-id=352-2123&t=nNRKmOy68B5XL1fG-1&scaling=scale-down-width&page-id=252%3A1350&starting-point-node-id=352%3A2123&mode=design

Bibliography (2018 - 2022)