

ABSTRACT

The use of a website is a form of promotional media that is widely used by various companies to introduce and make it easier for users or consumers to make transactions with the products or services offered. On the website, there are various elements such as color, layout, typography, wireframe or prototype that are needed to make it easier for users and have a role as a communication tool and a promotional tool. The design will be applied to the website owned by Anahata Holistic Psychological Service, which is a psychological consulting service in Bandung that collaborates with professional psychologists and provides online consulting services. The visual concept that Anahata Holistic Psychological Service has, is not in accordance with the characteristics of the company and the principles of user interface and user experience. Then online observations and data collection will be carried out such as questionnaires, interviews and literature studies at the Anahata Holistic Psychological Service company and consumers who use its services. The data that has been obtained will be analyzed by means of a SWOT and matrix, this method is used to find the advantages and disadvantages of existing websites and to analyze websites belonging to similar companies. The results of the design will be in the form of changes to the visual concept on the website from the previous design with the aim of increasing the productivity of the use of the website and increasing consumer linkages to the company to continue using its services.

Keywords: website, user interface and user experience, promotional media