

ABSTRACT

PT. Housset Hunian Estetika is a startup engaged in interior design and furniture that makes it easy for the public to visualize the room and apply the room according to the desired interior design and sell furniture online. The way Housset makes it easy is by providing an interior design canvas in a 3D model so as to provide an experience for users in choosing the desired interior design and furniture. Housset also sells furniture that matches the interior design shown in 3D models. In other words, Housset provides a means of visualizing media to see the results of the room arrangement with the product before buying the furniture. However, there is no media platform in the form of a website. With this phenomenon, the authors intend to build a platform for PT. Housset Hunian Estetika through the UI/UX design of the Housset website which is a means of marketplace and room visualization media. This research and design uses qualitative methods as data collection with a literature study approach, observation, interviews, questionnaires, matrix analysis and SWOT analysis. The design of this website is expected to make it easier for people to get furniture while helping to get a visual picture of the room in matching the interior design that is suitable for the room and helping its arrangement. In addition, with the website it is hoped that it can remind the public about the importance of interiors, pay more attention to interior design and to increase furniture sales opportunities.

Keywords: interior design, marketplace, PT. Housset Hunian Estetika, UI/UX, website design