

ABSTRACT

REDESIGNING THE USER INTERFACE OF PELITA DESA NURSERY E-COMMERCE WEBSITE

By: Muhammad Daffa Muzhaffar

1601200167

The ornamental plant phenomenon has created significant economic value in various regions, both rural and urban. Changes in consumer behavior during the Covid-19 pandemic, particularly in digital transactions, emphasize the importance of leveraging digital technology as a marketing strategy in Indonesia. Pelita Desa Nursery, a community-based business initiative in Bogor Regency, has been exploring the business potential of ornamental plants since 2021. One of Pelita Desa's efforts to utilize digital marketing technology is to develop an e-commerce website. However, there are challenges with their website, especially related to its navigation, user interface, and lack of distinct design characteristics. This research aims to identify the needs of users who are Pelita Desa Nursery's target market through a design thinking approach using qualitative methods. Data was collected through interviews, literature studies, and questionnaires. The result is a redesigned user interface for the Pelita Desa Nursery e-commerce website, designed to address existing shortcomings with a systematic, informative, educational, and interactive approach.

Keywords: *E-commerce, Pelita Desa Nursery, User Interface, website.*