

## ABSTRACT

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The aesthetic design development of PT. Fitrah Insani's aqiqah service website aims to boost visual appeal and customer trust. The project employs the waterfall method, encompassing stages such as analysis, design, implementation, testing, and maintenance. Figma is utilized for mockup design and prototype development. During the requirements analysis stage, key elements needed by users, such as easy navigation, clear product information, and an attractive layout, are identified. The design phase involves creating wireframes and mockups with Figma, ensuring a balance between aesthetics and functionality. Implementation includes developing the prototype in Figma with an emphasis on responsiveness and performance optimization. Testing ensures the website performs well across different devices and browsers. Maintenance involves fixing bugs and making periodic updates based on user feedback. This structured approach using the waterfall method and Figma results in a visually appealing and functional design, increasing user satisfaction and website efficiency, ultimately enhancing customer numbers and loyalty to PT. Fitrah Insani.

Keywords: Aqiqah, Figma, Service