

ABSTRACT

Dynasty Sandal is a new MSME in the footwear industry that sells products in the form of sandals specifically for women with a variety of types and color variants. Based on the results of the identification carried out, the main problem currently experienced by Dynasty Sandal is the lack of innovation in marketing and product sales strategies which makes it difficult for them to compete with competitors in the market. Therefore, the use of an information system in the form of a mobile website can be a strategic opportunity for Dynasty Sandal in marketing and selling products. With this mobile website, Dynasty Sandal will have an alternative that can be used as a digital-based promotional and sales medium and have an impact in increasing customer trust, optimizing market potential, and being able to compete in the market optimally. Based on the problems that occur, this final assignment focuses on designing the UI/UX of a mobile website using the Design Thinking method. In the design thinking method, the mobile website UI/UX design process will go through several stages, including the empathize, define, ideate, prototype, and test phases. The process begins with in-depth interviews with users to identify user needs, experiences and problems, so that they can be developed into solution ideas that are used in determining the appearance, menus and features of the mobile website. The Figma application was used to design the UI/UX design of this mobile website, including from the wireframe design process to the high fidelity design of the mobile website. In the final stage, usability testing was carried out on the design results using the System Usability Scale (SUS) method via the online Maze application with respondents, who then filled out a questionnaire in the form of 10 SUS questions as a basis for validating the design results.

Keywords: Mobile Website, Design Thinking, System Usability Scale (SUS)