

ABSTRACT

Technological developments, especially the internet, have changed the way people interact and shop. FMD.ID Boutique, a Muslim fashion MSME in Bone, South Sulawesi, previously used Instagram as a sales channel, but was limited in transaction efficiency. This research aims to design the user interface (UI) and user experience (UX) of the FMD.ID e-commerce website using the Lean UX method. The design process includes four main stages: declare assumptions, create minimum viable product (MVP), run an experiment, and feedback and research. The design was tested using the Think-Aloud and System Usability Scale (SUS) methods. The research results show that Lean UX produces UI designs that are intuitive and meet user needs. Usability testing using the Think-Aloud method identified several areas that needed improvement, which were then applied to the prototype. SUS evaluation shows an average score of 85.2% for users and 87.75% for admins, which falls into the “Best Imaginable” and “Acceptable” categories. This score reflects a high level of satisfaction with ease of use and interface design. The FMD.ID e-commerce website is expected to expand market reach, improve user experience, and support product sales growth. This research makes a significant contribution to improving the user experience and business development of FMD.ID Boutique.

Keywords— *UI/UX Design, E-commerce, Lean UX, Think-Aloud, System Usability Scale (SUS), Website, Usability Testing, User Experience, FMD.ID Boutique, Muslim Fashion, Prototype, Market Reach, Business Development.*