

ABSTRACT

This research aims to design and implement a UI/UX website prototype at the Laia Scarf startup using the Javelin Experiment Board method. The focus of the research is identifying customer needs and developing website features that suit customer needs, such as a catalog with complete product information and a hijab color recommendation feature based on skin color.

This research uses a qualitative approach, by collecting data through interviews with Laia Scarf internal parties and Laia Scarf customers. The validation results show that the website prototype meets customer needs with high validation acceptance results. The Figma application is used in design development to produce interactive, aesthetic and responsive prototypes.

This website is designed to improve the online shopping experience, expand market reach, and strengthen brand awareness for Laia Scarf. This research contributes to the development of digital solutions in the fashion sector with a user-based design approach.

Keywords: *Prototype website, UI/UX design, Javelin Experiment Board, figma, Brand awareness*