

ABSTRACT

The role of optimal website design is becoming increasingly important for a brand in creating user comfort and delivering a high-quality user experience amid rapid digital developments. With the significant increase in internet users in Indonesia, a website functions not only as an information platform but also as an interactive medium that must be designed by taking into account user needs and behaviors. An intuitive, responsive, and user-friendly design can enhance user satisfaction, improve access to information, and create a pleasant digital experience. Therefore, a website plays a vital role in building a sustainable relationship between a brand and its users. A well-designed website is essential for establishing effective interactions between customers and the brand. Jakob Nielsen, a usability expert, states that an attractive, responsive, and intuitive design helps users find the information they need easily, thereby increasing user comfort, building closeness with the brand, and reflecting the brand's identity and core values. Asput, a Muslim fashion brand, requires a visually appealing and easy-to-use website design to establish a strong connection with its users. An intuitive user interface not only enhances user experience but also serves as a key to creating efficient and enjoyable digital interactions. Therefore, this study aims to develop the user interface (UI) and user experience (UX) design of the Asput website using the Design Thinking method. This method was chosen because it helps designers deeply understand user needs and generate appropriate solutions. The stages in the Design Thinking method include Empathize, Define, Ideate, Prototype, and Testing. In the Empathize stage, data collection was carried out through interviews. The Define stage involved analyzing the core problems in detail based on the collected data. The Ideate stage was then conducted to gather ideas and solutions to address the problems identified in the Define stage. The final stage of the design process was the creation of a prototype, which visually mapped the website's structure based on the identified needs of the website and its users. In addition to being developed as an interactive Figma prototype, the website design was further refined into the front-end slicing stage, followed by testing using Maze Usability Testing and the System Usability Scale (SUS). The usability testing results indicate high scores for

both website designs, with a Maze score of 83.8 for the customer website and 91.7 for the admin dashboard. The SUS evaluation yielded scores of 87.75 for the customer website and 86 for the admin dashboard and entered the "Excellent" category with an A grade and was acceptable. These results demonstrate that user comfort has been successfully improved and that the user interface designs were well accepted by users.

Keywords: Design Thinking, User Interface, User Experience, Online Shop, Asput