

ABSTRACT

PT Maula Maha Cipta does not yet have an official digital media to widely introduce the company's profile and services. This makes it difficult for prospective clients to obtain accurate and reliable information. Therefore, it is necessary to design a company profile website that is informative, attractive, and easy to use. A company profile website is important as a professional and easily accessible digital representation of the company. Without a website, companies lose the opportunity to reach out to clients more widely. This condition shows a gap between the need for digital information media and the availability of a feasible platform.

The solution is done by designing the user interface and user experience of the website using the User Centered Design method. The process starts from identifying user needs through interviews and observations, followed by the creation of personas, wireframes, prototypes, and evaluation using usability testing to ensure compliance with user needs. The evaluation results show that the developed website design is easy to use and able to present company information effectively. The main contribution of this research is the availability of the first company profile website that focuses on user needs and increases the professionalism of PT Maula Maha Cipta in the digital realm.

Keywords: user interface, user experience, company profile, user centered design, usability, desain website