

ABSTRACT

The Affor Gadget website serves as a digital platform to convey information regarding products and services offered by the company. With the rapid growth of the digital world, there is an increasing need for websites that are not only informative but also functional and interactive. This study aims to evaluate the development of the Affor Gadget website in an effort to enhance the effectiveness of delivering information to users and improve the quality of interactions with customers. The research was conducted by analyzing the previous version of the website, identifying its weaknesses, and designing the development based on the analysis. The development focused on improving the User Interface (UI), enhancing navigation for better intuitiveness, and adding communication features like a feedback form and live chat. The website was developed using React.js, which provides flexibility in design, enhancing interactivity, and ensuring responsiveness across mobile devices. The testing results show that the improvements have successfully enhanced the website's performance, with faster page load times, a more modern and responsive design, and improved interaction between users and admins. The addition of the live chat feature has also contributed to faster customer service for website visitors.

Keywords: (Website, Development, Interactivity, User Experience)