

ABSTRACT

REDESIGN WEBSITE TASPEN ONLINE SERVICE (TOS) PT.TASPEN KC PURWOKERTO MENGGUNAKAN DESIGN UI/UX

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Website is a computer facility connected to hypertext. User Interface (UI) that is not good can have an impact on the User Experience (UX), so that information notifications cannot be conveyed properly to a user. PT TASPEN KC PURWOKERTO has a website with not optimal User Interface and User Experience functions. User Interface (UI) and User Experience (UX) designers are always in demand these days, for a reason caused by various agencies implementing websites to develop business. For a purpose of the problem so that the UI/UX needs a thing to carry out a website redesign action for PT TASPEN KC PURWOKERTO which will be more interesting of course. This is also related to a specification of graduates of the Bachelor of Information Systems study program, namely: Producing people who understand in the field of Information Systems who are professionals, experts in using information and communication technology and also have an insight that can support relevantly in a suitable type of work. The process of redesigning a website is not easy because it takes a lot of time to compare and re-create the appearance of the website before and after. Through the process of creating new innovative ideas to compare the appearance of a new website, this research applies a User Interface (UI) and User Experience (UX) which will later have a function to make beauty in its appearance by doing this, it will increase the satisfaction of people who use it. use it and of course it will be easy to use. The PT TASPEN KC PURWOKERTO website still needs an evaluation process and a continuous development in order to obtain optimal results in the process of its use.

Keywords: Website, Redesign, UI/UX