ABSTRACT

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DESIGNING USER INTERFACE AND USER EXPERIENCE WEBSITE AT PT ALFAJRI CREATIVE AGENCY

User Experience (UX) is a key element in digital product development, which focuses on user satisfaction and comfort when interacting with the system. In the professional work activities at PT Alfajri Creative Agency, UX design is combined with user flow design, web flow and wireframes to create an intuitive and responsive website. This project aims to improve the effectiveness and comfort of the user experience by collaboration and application of design theory in the creative industry.

Keywords: User Experience, User Interface, Website Design