

ABSTRACT

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OPTIMALISASI UI/UX WEB HAGIA CLEANERS PADA PT HAGIA GLOBAL SERVIS DENGAN USER CENTERED DESIGN

This Professional Work Report is titled "Optimization of UI/UX of Hagia Cleaners Web at PT Hagia Global Servis with User Centered Design". The project aimed to redesign the User Interface (UI) and User Experience (UX) of the Hagia Cleaners website due to significant issues in navigation, visual appeal, and functionality—most notably, the hamburger menu that could not be closed.

The approach used was User Centered Design (UCD), which focuses on user needs and expectations. Data was collected through questionnaires and usability testing to identify key user problems. Based on the analysis, a redesign was carried out to create a more intuitive and responsive interface.

The new design was tested iteratively to ensure improvements in responsiveness, navigation, and functionality. User feedback was incorporated to enhance satisfaction and make it easier to access information and order services. These enhancements are expected to increase visitor-to-customer conversion and strengthen the company's digital brand image.

This project not only produced technical improvements but also provided valuable insights into how UCD can guide the creation of better digital products. The implementation supports the broader goals of digitalization and service optimization for PT Hagia Global Servis.

Keywords: *User Centered Design, UI/UX, Website, Redesign.*