ABSTRACT

Fariz Yudhatama (2021081059)

UI/UX Design for Automotive Sales Website Using Figma App (Case Study: BYD Arista Denza)

The design of User Interface (UI) and User Experience (UX) plays a crucial role in the development of digital products that prioritize user comfort and ease of use. This study discusses the stages of interface design, starting from the creation of wireframes and user flows as the foundation for application navigation structure. The design process is carried out using Figma, a digital design tool that supports collaboration and efficiency in prototype development. By combining visual elements with user interaction flows, the resulting design effectively conveys information and enhances the overall user experience. The outcome of this design process demonstrates that a systematic approach to UI and UX can produce interfaces that are intuitive, functional, and aligned with user goals.

Keywords: *User Interface, User Experience, Wireframe, User Flow, Design, Figma*