

## Abstract

### **“INLINE CRAFT” WEBSITE UI DESIGN AS A PROMOTIONAL MEDIA FOR CUSTOM HARD COVER PACKAGING PRODUCTS**

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*Effective UI/UX design is crucial for providing an optimal user experience, especially for platforms that involve the design and ordering processes of suitable products, such as hard cover packaging. Using qualitative methods to understand perspectives with a UCD (User-Centered Design) approach, emotions, and user needs more comprehensively, limited to the prototype stage. The objective of this research is to design the user interface (UI) and credibility on the Inline Craft platform to enhance user trust in Inline Craft Company. The design results indicate that user-friendly features such as click-based interactions and simple navigation can help users feel more comfortable using the website to access material references and the company's portfolio, as well as clients who have previously collaborated. Therefore, good UI/UX design can help increase product sales conversion and improve the quality of user interaction with the website platform.*

**Keywords:** *INLINE CRAFT, Packaging, UI/UX.*