

## ***ABTRACT***

### ***UI/UX REDESIGN ON EYELOVIN WEBSITE TO INCREASE CUSTOMER ENGAGEMENT***

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*This research aims to redesign the User Interface (UI) and User Experience (UX) of the Eyelovin website, an e-commerce platform specializing in contact lenses and accessories. The existing website faces several issues, including complex navigation, suboptimal mobile responsiveness, a lengthy and confusing checkout process, as well as the absence of interactive features such as virtual try-on and personalized product recommendations.*

*The research applies a user-centered design approach, combining qualitative methods (in-depth interviews, user observations — including loyal community members from Eyebabes, and competitor analysis) with quantitative methods (Google Analytics data analysis). The findings serve as the foundation for developing an improved information architecture, updated visual design, and interactive prototype, which was tested in a staging environment prior to full implementation.*

*The final design delivers a more intuitive interface, clean and modern visuals, simplified navigation, a streamlined checkout process, and newly integrated features such as virtual try-on, wishlist, loyalty points, and personalized product suggestions. The implementation of this redesign is expected to improve user engagement, customer loyalty, and purchase conversion on the Eyelovin platform.*

**Key words:** *1<sup>st</sup> UI/UX, 2<sup>nd</sup> Customer Engagement, 3<sup>rd</sup> Website*