## ABSTRACT

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## PERANCANGAN DESAIN USER INTERFACE DAN USER EXPERIENCE PADA APLIKASI IT ASSET MANAGEMENT SYSTEM AT PT POPBOX ASIA SERVICES

In the current digitalization era, IT Asset Management is an important system that can be applied to a company that has various types of assets. One of the logistics startup companies, PT Popbox Asia Services, which has thousands of IT assets, has started managing their assets by designing an IT Asset Management System. Professional work is carried out for approximately 3 (months) at PT Popbox Asia Services with work placements in the General Affairs and Information Technology Support section with Ms. Lidyawati Gozali, SE as the manager of the GA department as General Affair Manager. Practitioners get the task of being able to design applications to help users who are also practitioners in recording company assets, distributing assets, and transferring company assets. This web-based application is designed to replace the manual asset recording system carried out using Microsoft Excel

Keywords: User Interface, User Experience, Prototype, Web-Based