

ABSTRACT

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PERANCANGAN DAN IMPLEMENTASI UI/UX DESAIN DALAM PEMBUATAN WEB LAYANAN PUBLIK KELURAHAN PONDOK PUCUNG

In the ever-evolving digital era, the need for technology is increasingly important and essential for various institutions, especially government agencies focused on public services. The UI/UX design and development project for the Kelurahan Pondok Pucung website aims to facilitate access for users, the majority of whom are elderly and may find technology challenging or are still unfamiliar with it. The design process began with user needs analysis through surveys and interviews. The next stages involved creating wireframes and mockups, followed by prototyping using design applications like Figma to ensure optimal layout and navigation. Collaboration with the development team was also conducted to ensure that the UI/UX design aligns well with the website's development process. The project encountered challenges related to adapting to evolving requirements and revising the design to improve user comfort in the website interface. This initiative is expected to help the community access information and services more efficiently and easily.

Keywords: UI/UX Design, Kelurahan Pondok Pucung, Website