ABSTRAK

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PERANCANGAN ULANG DESAIN DAN *USABILITY WEBSITE* MILLARS DIGITAL INDONESIA
(xiii + 91 halaman: 18 gambar; 10 table; 6 lampiran)

Website merupakan salah satu media penyampaian informasi yang digunakan oleh banyak perusahaan dan bisnis di generasi ini. Namun penyampaian informasi tersebut bisa salah jika *website* tidak memperhatikan usabilitas. Usabilitas mencakup dan memiliki hubungan yang erat dengan *UI* dan *UX*. Penelitian ini menyajikan perancangan ulang *website* Millars Digital Indonesia.

Perancangan ulang *website* pada penelitian ini menggunakan tiga (3) prinsip desain, yaitu 10 *heuristic usability principles* menurut Jakob Nielsen, *meta principles* menurut Tania Schlatter dan Deborah Levinson, dan *usability principles of responsive web design* menurut Kamaruddin. Tentunya ketiga teori dan prinsip tersebut dapat digabung menjadi suatu kesatuan dalam merancang ulang *website* Millars Digital Indonesia.

Output dari proyek tersebut berupa keseluruhan desain *website* bersama dengan *UI kit, prototype* menggunakan aplikasi figma, dan pengembangan *frontend website* dalam *browser* pada satu alur.

Referensi: 25 (2000 – 2023)

Kata kunci: *UI/UX Design*, *Usability Analysis* , *Website* Profil Perusahaan

ABSTRACT

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REDESIGN OF DESIGN AND USABILITY OF MILLARS DIGITAL INDONESIA WEBSITE
(xiii + 91 pages: 18 figures; 10 tables; 6 appendices)

A website is one of the information dissemination channels widely utilized by many companies and businesses in this generation. However, the delivery of information can go awry if the website neglects usability. Usability encompasses and closely relates to UI (User Interface) and UX (User Experience). This research presents a redesign of the Millars Digital Indonesia website.

The redesign of the website in this study incorporates three (3) design principles: the 10 heuristic usability principles by Jakob Nielsen, meta principles by Tania Schlatter and Deborah Levinson, and usability principles of responsive web design by Kamaruddin. Naturally, these three theories and principles can be integrated into a cohesive framework when redesigning the Millars Digital Indonesia website.

The project's output consists of the overall website design along with a UI kit, a prototype created using the Figma application, and the frontend development of the website in a browser in a streamlined process.

References: 25 (2000 – 2023)

Keywords: UI/UX Design, Usability Analysis, Company Profile Website