

ABSTRACT

This research uses PT Selamat Pagi Semesta as an object, a company engaged in ornamental plants facing obstacles in achieving sales targets due to suboptimal promotional strategies. This research focuses on designing a website design using the Design thinking method. This study aims to design a website that can improve information access, expand market coverage, and support the company's digital marketing efforts. The method used is design thinking which involves five stages: empathize, define, ideate, prototype, and test. The process involved in-depth interviews, persona creation, idea development through brainstorming, prototyping, and testing using the System Usability Scale (SUS) method to evaluate the usability of the design. The results show that the resulting UI/UX-based website design is able to meet user needs, improve customer experience, and improve the company's marketing strategy in the face of increasingly fierce market competition. The design results get a SUS value of 84.375 which indicates that the system can have very good usability, is well received by users and allows it to be recommended to other users.

Keywords: *UI/UX Website, Design Thinking, System Usability Scale (SUS)*