

ABSTRACT

Affor Gadget is a company engaged in the distribution and sale of technology devices and provides gadget consignment services from abroad, particularly Malaysia, for consumers and resellers. The company's official website has not been able to optimally support its digital business strategy due to an unresponsive layout, confusing navigation, and the absence of interactive features such as Quick Chat. This study aims to redesign the User Interface (UI) and User Experience (UX) of the Affor Gadget website to improve comfort, navigation ease, and usage effectiveness by applying the Design Thinking method, which consists of the stages of Empathize, Define, Ideate, Prototype, and Test. The design process was carried out using Figma and FigJam to create wireframes, interactive prototypes, and user flows. The result is a new website design featuring a modern look, intuitive navigation, a product catalog, a Quick Chat system for real-time consultation, and a share feedback page. Evaluation through Blackbox testing showed that all main functions worked properly, while the System Usability Scale (SUS) test with 10 respondents resulted in an average score of 77.5 ("Good" category), indicating that the design meets user needs and has the potential to enhance the company's competitiveness in the digital market.

Keywords: (UI/UX, design thinking, Affor Gadget, website redesign, reseller, quick chat)