

ABSTRACT

Websites have become a primary tool in corporate marketing strategies, enabling businesses to showcase product information, portfolios, customer experiences, and the latest promotions. However, digital competition is intensifying. PT. Dok dan Perkapalan Air Kantung (PT DAK), a shipbuilding company, uses its website to inform about new ship products and repair services but faced low web traffic in 2019. This study examines the issues with PT DAK's website using a design thinking approach to enhance visitor appeal. Design thinking was chosen because it yields solutions that are both user-friendly and informative. A study by Shirvanadi (2021) serves as a reference, demonstrating that UI/UX redesign using this method helps users better understand navigation and perform tasks more effectively. In the UI/UX design of PT DAK's website, design elements were applied consistently on every homepage with colors, a header including a logo, navigation containing home, collections, about us, services, as well as wishlist, cart, search, and customer support features. Feedback from three respondents indicated that the website prototype was well-received in terms of visual appearance, use of 3D modeling, and informative content.

Keywords: *UI/UX, website, product information, design thinking.*