

## ABSTRACT

The change in shopping behavior from offline to online is an inevitable phenomenon. Online purchases can be made from a variety of devices, including computers and cell phones. Nisa fashion is a business engaged in Fashion in the South Cikarang area, Bekasi-West Java. Based on information obtained from the owner of this business during the interview, several problems were found, namely the online purchasing system via chat, which requires customers to chat first before making a purchase which makes business owners feel less efficient. In today's development, any transaction can be done through the application. This problem is related to measuring aspects of the *User Experience Questionnaire*, namely Efficiency. And there are other obstacles faced by customers, including users who find it difficult to know the availability of goods due to the absence of information regarding ready goods, so that they have to ask first regarding the availability of these items, this problem is related to measuring aspects of the *User Experience Questionnaire*, namely *Perpicuity*, *Efficiency*, and *Dependability*. Then do not have to open many applications to make transactions online. This problem is related to the measurement of aspects on the *User Experience Questionnaire*, namely *Efficiency*. This research aims to design a user experience where all business owners and customers buy clothes anytime anywhere without having to bring directly to the location and move to the website. This research uses the User Centered Design method because it considers the needs, goals, input from users. Data collection used in the form of observation, and interviews. The results of this study found that the author succeeded in designing a website that has clear and easy-to-understand navigation, with structured product categories and effective filters. This website is also user friendly and has a simple checkout process.

**Keywords** : *Nisa Fashion, User Experience , User Centered Design, User Experience Questionnaire*