

ABSTRACT

UI (User Interface) and UX (User Experience) are important aspects in website development. Don Norman and Alan Cooper are two design experts who clarify the differences between the two. Norman describes UI as the part that users see and interact with, while UX covers the entire user experience, including emotional and psychological aspects. Cooper defines UI as a product's ability to facilitate the achievement of user goals in an efficient and satisfying manner, while UX is the overall experience generated by a person's interaction with the product. Ranzeinstore is a store that provides resources for mobile game players. However, the transaction method via WhatsApp raises concerns about cases of fraud. Fraud via WhatsApp is increasingly common, with fraudsters posing as friends or members to obtain sensitive information or commit financial fraud. To overcome this, the author designed a web interface design for Ranzeinstore which allows an automated purchasing system. This aims to increase the security and efficiency of transactions, reducing buyers' concerns about fraud. Thus, it is hoped that it can provide a better user experience. So we obtained an interface design prototype of 20 Ranzeinstore web admin page frames, 16 Ranzeinstore web page frames, 48 pop-up page frames, and 30 components which function to help create and manage a consistent design in this final project.

Keywords : UI (User Interface), UX (user Experience), Ranzeinstore,