

ABSTRACT

The purpose of this final report is to develop the UI (User Interface) and UX (User Experience) of a website application for inventory management and marketing of Nerth Studio fashion products. In the increasingly developing digital era, effective product inventory management and marketing strategies are the keys to the success of the fashion business. The development method used is the design thinking method, including analysis of system design needs, and implementation. The results of this final report show that the development of the UI (User Interface) and UX (User Experience) of a website application that uses an attractive visual design and uses simple and easy-to-understand navigation can attract users' attention and make it easier for users to use the website.

Keywords: UI (User Interface), UX (User Experience), Nerth Studio.