

## ABSTRACT

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*This study is motivated by the increasing attention to appearance and self-image in daily life, as well as the significant role played by social media and technological advancements in supporting this awareness. However, customers often face difficulties in obtaining service information. Therefore, it is necessary to create a website that provides relevant service information. In the development of the application, a good user interface and user experience (UI/UX) design is crucial. A well-designed UI/UX for the MAKEOVER.ID website is necessary to facilitate users in accessing the offered services. The issue discussed is designing the user interface and user experience of the MAKEOVER.ID website for customer users. The objective of this study is to create high-quality services and user experiences that enable customers to easily find the right makeup, photoshoot, and video shoot services efficiently. The method used is the User-Centered Design Method, which involves user research. Based on the discussion results, it is concluded that the user interface and user experience design of the MAKEOVER.ID website for customer users received a good SUS score after testing. Thus, the design can be well implemented.*

*Keywords: Design, Information System, makeup, photoshoot, video shoot*