

ABSTRACT

The increasing use of the internet and digital media, which now permeate many aspects of human life, has compelled numerous industries to adapt by establishing their services online. A website serves as a means to attract more customers due to the easy access it provides for those searching for services on the internet. Redesign refers to the process of creating a new product or system by developing an existing one, including websites. The aim of website redesign is to enhance customer trust and increase traffic to the website or service. To achieve optimal results in the redesign process, a well-considered method is required. A commonly used approach is Design Thinking, which explores user needs through a series of stages Define, Ideate, Prototype, and Testing.

Keywords: Redesign, Design Thinking, Design, Website