

ABSTRACT

Inventory management in several companies in Jakarta is often done manually, leading to errors, data duplication, and inefficiency. This impacts the productivity and service quality of the companies. Therefore, it is important to develop more effective and efficient solutions. This research aims to design and implement a web-based information system to address these issues. The main focus is on developing an optimal User Interface (UI) and User Experience (UX) so that users can easily interact with the system. By understanding user needs and applying good design principles, the proposed solution is expected to improve the effectiveness and efficiency of inventory management. The research method used is qualitative, involving observation, interviews, and literature studies. Data analysis is conducted using a matrix analysis approach and comparing it with similar projects. Based on UI/UX design theories, Design Thinking, and Visual Communication Design, the inventory information system is expected to be effective, efficient, and enjoyable to use, thereby improving the productivity and efficiency of inventory management in Jakarta companies.

Keywords: Website, UI-UX design, design thinking, inventory.