

CHAPTER V

CONCLUSION

5.1 Conclusion

The redesign of the User Interface of the PT. Fuboru Indonesia website was conducted as an effort to establish a website appearance that is more structured, consistent, and aligned with the company's visual identity. The design process was carried out based on observations, interviews, reference studies, and the User-Centered Design (UCD) approach to understand user needs regarding the company's digital information media. The problems identified in the previous website included inconsistent visual appearance, less directed navigation, unstructured information arrangement, and visual inconsistency between the website and the company's other digital media platforms. Based on these problems, the redesign process focused on restructuring the page layout, strengthening the visual identity, and improving the User Experience so that company and product information could be delivered more clearly.

The redesign process resulted in a website interface design with a more modern and industrial visual concept through the use of company identity colors, a more organized layout, clearer visual hierarchy, and the development of several supporting features such as educational menus, product catalogs, articles, and consultation features. This design was also developed into supporting corporate identity media such as x-banners, style guidelines, apparel, stationery, and other promotional media to help maintain the company's visual consistency across various media platforms. This redesign process is still limited to the User Interface design development stage and has not yet reached the full website implementation stage. Nevertheless, the resulting design is expected to serve as an initial reference for the further development of the PT. Fuboru Indonesia website and assist in establishing a more professional and structured digital company image.

5.2 Suggestion

The redesign of the User Interface of the PT. Fuboru Indonesia website still has several shortcomings and limitations, particularly in the implementation stage and the development of interactive website features, which have not yet been carried out comprehensively. Therefore, further development is still required so that the website can be utilized optimally according to company and user needs. Future development may focus on the front-end and back-end implementation stages of the website, broader usability testing involving website users, and the

development of interactive features to further enhance the User Experience. In addition, visual consistency across both digital media and supporting corporate media should continue to be maintained so that the identity of PT. Fuboru Indonesia retains a strong and recognizable character.

The author realizes that this design process is still far from perfect. Constructive criticism and suggestions are highly expected to serve as evaluation materials for future design development and design processes. It is hoped that the results of this redesign can become an initial step toward the development of PT. Fuboru Indonesia's digital media into a platform that is more structured, communicative, and aligned with the company's needs in the digital era.