ABSTRACT

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Title : *User Experience Analysis on Natanael Wijaya Ltd. and Profectum Veritatis' Websites*

Information technology allows every company to have the opportunity to do business online using the internet. One of the many business sectors that utilize internet technology in online business is the garment sector. Garment companies that engage in the B2B and B2C sector, PT Natanael Wijaya Perkasa and Profectum Veritatis company, are trying to take advantage of the opportunities available to expand marketing by using websites as online businesses. Therefore, the B2B and B2C companies must analyse the desires of customers and prospective customers regarding the user interface and user experience of the company's website. The method used in this study is a qualitative-exploratory method, and uses the theory of 5 elements of user experience to produce a website that satisfies the user. From the results of the study, there are similarities between B2B and B2C interviewees' preferences regarding layout design, and differences in the form of separate website functions.

Keywords*: Information technology, garment, website, user interface and user experience.*