

## ABSTRACT

*Gotosovie is a local brand from Yogyakarta that was founded in 2009 which focuses on selling bags and accessories. Gotosovie uses the website as a medium for marketing its products. A good product is a product that can make it easier for users so that it can increase interaction and up to sales. Therefore, to know the product is said to be good, it must be measured. To measure it, a Key Performance Indicator is needed, an indicator matrix used to measure the performance of a system in its measurement, one of which uses the Bounce Rate, which is a metric that measures the percentage of visits to the website but does not make any interactions or activities on the website. So visitors who enter earlier do not click on the menu or link, but instead leave the website page. The current condition of the Gotosovie website has a Key Performance Indicator value of Bounce Rate for 3 months with a time span of 1 June - 1 September 2020 and has a value of 32.43% considering that Gotosovie as an E-commerce website this condition is very influential in company performance and has an impact on revenue. The best Bounce Rate value is between 10% - 20% so it is necessary to reduce this value, especially in the aspect of the user interface / user experience. In this study, to reduce the Bounce Rate value and increase user interaction, researchers applied the Design Thinking method in designing the user interface design and user experience on the main page of Gotosovie. The steps used include Empathize, Define, Ideate, Prototype, and Test. The results of the research and design carried out until the High - Fidelity Prototyping main page test using design thinking, that the usability testing using Maze, then obtained the overall results of 92%. In the data analysis the results of the learnability aspect process, the score was 88% and for the efficiency aspect, the score was 86% with a total of 87%. It can be concluded that the main page of Gotosovie has fulfilled the learnability and efficiency aspects.*

*Keywords : User Interface/User Experience, Design Thinking, Bounce Rate*