

ABSTRACT

DESIGN DEVELOPMENT OF UMKM VILLAGE MARKETPLACE APPLICATION USING DESIGN THINKING

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Today, technology has become an integral part of almost all aspects of life, one of which is the online marketplace. Sobat Warung is one of the online marketplace platforms used to empower UMKM players to trade their products. In its journey, an application requires development, especially development in application design to provide convenience to users in accessing the application. Therefore, application development is carried out. Before developing, a test is carried out in order to find problems experienced by users. One method of testing the Sobat Warung application is Usability Testing, this method is a test to evaluate an application and measure user experience. In the first Usability Testing test on the Sobat Warung application and using the System Usability Scale to measure the level of satisfaction got a score of 68 with the OK category. After testing, the Sobat Warung application design development continued using the design thinking method. Design thinking is a cycle that aims to understand users by exploring existing assumptions and redefining existing problems. After development using Design Thinking, testing is carried out using Usability Testing again to assess the performance of the application design, the results obtained in the second Usability Testing using the System Usability Scale to measure the level of satisfaction, the design of the Sobat Warung application after development gets a score of 78 with the GOOD category. This means that the development of the village UMKM marketplace application design is quite effective, efficient, and makes it easy for users to access existing features.

keywords: *marketplace, UMKM, Usability Testing, Design Thinking, System Usability Scale*