

## **ABSTRACT**

*The growth of the online video game industry in Indonesia is growing rapidly in 2020-2021. The growth of the industry includes a platform for buying and selling online video game needs, one of which is a platform for buying and selling virtual products. Virtual products in online games include characters, weapons, skins, currencies, etc. The platform for buying and selling virtual products is as not much as to the growth of the online video game industry itself. The rise of crime and fraud cases against online game users as well as the large growth opportunities for the online gaming community are the reasons behind the GameAmmunition startup to become an alternative solution to problems and a place for online game users to trade virtual products for gaming needs. The purpose of this study is to help online game users provide their needs in transacting virtual products for online game needs. The importance of user interface and user experience in designing a marketplace is to determine the level of ease of marketplace usability for online game users. The ease of usability is implemented through a prototype user interface with the aim of achieving ease of use in the marketplace. The method used in designing the user interface is a user-centered design, because in every design process it focuses on the user. The evaluation used is usability testing with indicators of mission usability score (MIUS) and maze usability score (MAUS) using Maze tools. Through the results of the evaluation, the maze usability score was 86 which was included in the high category. The score indicates that the design of the user interface prototype has a high level of usability to the user so that it can meet user needs.*

*Keywords— marketplace, virtual product, usability testing, user centered design, user experience design, user interface design.*