

ABSTRACT

The problem faced by Du Anyam (Krealogi) is that it does not have a user-friendly application design for their target users and there is no feature of connecting this application with the marketplace. Therefore, a UI/UX Design solution was made for the Marketplace feature to make it easier for MSME actors to connect incoming order data on the Marketplace to Krealogi Application (Du Anyam). This work uses the Design Thinking method to solve human-centered problems. The results based on the author's analysis during work using the Design Thinking method are very useful for shortening processing time and making it easier to realize design solutions that are made according to the target user of the Krealogi application (Du Anyam).

Keywords: UI/UX Design, Design Thinking, Krealogi, UMKM