

ABSTRACT

The increasingly tight competition among MSME actors has caused many companies to be unable to develop and maintain their business. One of them is caused by business promotion actors who are not adapting to the market, lack of product/service innovation, less effective conventional and digital activities, and not making the best use of the internet. Fellow Coffee is a small and medium business engaged in the culinary field based in the city of Manado, North Sulawesi. In 2019, during the growth period, Fellow Coffee had various obstacles, one of which was the lack of exposure to introduce Fellow Coffee among young people in particular. So Fellow Coffee made Instagram and website media as information media even though the website is still not maximal in its features. The research method that will be used is a qualitative method, qualitative methods are used to obtain in-depth results. While the data collection method uses observation, interviews, literature study and collection surveys. The design of this prototype website aims to help Fellow Coffee to have a professional business by designing a website as a medium for gathering information and managing coffee shops.

Keywords: Coffee Shop, Prototype, UI/UX, MSMEs, Website.