

ABSTRACT

The rapid development of information technology has had a significant effect on various sectors, including Micro, Small and Medium Enterprises (MSMEs). One of the main challenges faced by MSMEs, especially in the field of selling wet cakes/market snacks, is limitations in market reach and transaction processes that are still manual, as well as recording transaction data that is not well managed. The aim of this research is to design a User Interface (UI) and User Experience (UX) website that is user friendly, with a focus on selling wet cakes/market snacks to MSMEs in Surabaya using the Double Diamond method. The Double Diamond method, which consists of four main stages, namely Discover, Define, Develop, and Deliver, is applied in this research to ensure a systematic and structured design process. This method aims to understand user needs in depth, generate innovative ideas, and implement designs according to needs. It is hoped that applying this method can create a website design that is attractive and easy to understand, thereby providing a good user experience. To making a good design, one way is to use the double diamond method. Discover aims for researchers to be able to find out the design needs that will be made. which will be made at this stage, observations and interviews were carried out on 8 MSMEs and users. Define functions to manage data that has been obtained at the discover stage. Furthermore, at the develop stage is the stage where the Solution will be created, based on data that has been obtained and processed in the previous stage. Furthermore, to ensure that the Solution created meets the needs based on the data, testing is carried out at the deliver stage. The test results at the delivery stage showed an average score of 72.79 which is in the good category with a grade C and acceptable acceptance.

Keywords: *MSMEs, User Interface, User Experience, Double Diamond, SUS*