

## ABSTRACT

*The role of startups is very essential especially to boost the economy of the more economical levels. The number of business startups in Indonesia is roughly 2000. However, from many business startups present, only a few can remain. One reason is that the product does not attract the market, especially industry startups that did not go through a formal incubation process at the time of its establishment. One of the pioneering businesses that have the potential to grow is the fashion sector because one of the sub-sectors that contributes to the economy. Therefore, it is necessary to find a match between the problem and the solution according to consumer needs. This research focuses on business startups in the field of custom apparel that plays a role in bringing tailors and consumers together on a platform.*

*This research approach uses design thinking to articulate customer needs. Strategies used through surveys, to gather information. This study uses a qualitative methodology, data collection techniques through in-depth interviews, and observation.*

*The findings show that there is worry experienced by consumers and tailors. The discomfort experienced by consumers when it does not get certainty information from the tailor. The discomfort experienced by a tailor, when the inaccuracy is fulfilling orders. The proposed solution idea takes the form of a transparent sewing service process step. The limitation of this research is only to the step of idea, it is hoped that the formulation of this solution concept will be the foundation for prototyping.*

**Keywords:** *Design Thinking, Entrepreneurship, Rintisan usaha, Fashion custom,, Ideation*