

Abstract

The Ministry of Communication and Information (Kominfo) launched that out of 64 million Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, only 9.4 million MSMEs used technology in their business activities in 2020. Data obtained from "We Are Social and Hootsuite" is known to more than 175.4 million internet users in Indonesia. As many as 93% aged 16-64 years search and purchase products or services online (in the network). Based on the observations, service seekers have difficulty finding quality service providers in terms of results, prices, and accuracy of work and often experience dissatisfaction in ordering services for the first time. This study aims to produce a design solution in the form of an interface model that can meet the needs of service seekers using the User Centered Design method. With this interface model, service seekers can search and order services based on categories, locations, and ratings or reviews on the services to be ordered. This study evaluates the usefulness of the resulting interface prototype. The usability evaluation was carried out using the System Usability Scale (SUS) with an average SUS result of 77.19 with a good category, which means that the design solution provided was by the needs of service seekers.

Keywords: applications, online, infineeds, services, marketplace, partners, MSMEs.