ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) in Madiun Regency are one of the places that help SMEs in Madiun Regency to develop their businesses and reach consumers through government institutions. It encourages MSME actors and consumers to advance their business and support the economic sector digitally. Due to the lack of resources to develop enterprises digitally, one of the most significant impacts for consumers is the absence of a platform to support businesses or businesses from MSME actors. Therefore, this research will focus on the user experience and user interface for designing MSME websites in Madiun Regency so that users can develop their business digitally and reach customers inside and outside Madiun Regency. Design thinking is one method of achieving a user interface that suits the user. This method is more focused on product innovation, and in each process, an evaluation will be carried out to obtain results that meet the needs. It is hoped that this research can produce a Madiun Regency MSME website platform that follows user needs and feels satisfied when using the website.

Keywords: *design thinking, MSME, user experience, user interface*