I. INTRODUCTION

Economic growth is one of the most critical indicators in the development of a country. This shows that people's incomes experience growth in a certain period and have a positive impact on a country either directly or indirectly [1]. In Indonesia, one of which has an important and strategic role in economic development is MSMEs. After experiencing the economic crisis, MSMEs continue to increase every year. This proves that MSMEs are able to survive in the midst of the economic crisis [2]. Technological escalation is one that affects economic growth in a country [3].

MSMEs in Madiun Regency are organizations that help the people of Madiun Regency to develop their businesses, whereas the MSME business focuses on Madiun food specialties and all that focus on all kinds of Madiun-made products. However, with technology development, MSMEs in Madiun Regency want to build their business online to make it easily accessible to people outside Madiun Regency. With the development of technology, MSMEs in Madiun Regency have difficulty reaching customers outside Madiun Regency who wants to buy authentic Madiun products. In addition, Madiun Regency also intends to market and introduce that Madiun Regency has a platform that sells products made by the people of Madiun Regency that people outside Madiun Regency can access. Competitor analysis as an initial step has been carried out to find problems that exist in competitors. The analysis was carried out on one of the regional and national marketplace platforms. As a result, we found usability problems from competitors that tend to be not chosen by MSMEs in Madiun and this is the benchmark for this research. By looking at this reality, the application of technology in the MSME sector can develop business and advance the economy in the area. Based on the previous explanation, technology can help develop MSME businesses and increase public opinion in the area through technology. Because indirectly, MSMEs help the country in developing the economy. Considering current technological developments, overcoming this problem related to product marketing can be overcome by creating a marketplace containing product information that areas outside Madiun Regency can reach.

In this study, the Design Thinking method will be used, which will focus on the problems that occur when developing new products, centered on the user by referring to the needs, appropriate technology, and requirements of a business. In addition, design thinking can solve problems and find many solutions in brainstorming sessions, and also collaborate with stakeholders at every stage [7]. This is necessary to ensure that the solutions provided address the existing problems. The research will consider and fulfill the existing usability aspects: learnability, efficiency, and satisfaction.