

ABSTRACT

The background of this research is the existence of problems found in Startup D'Cetak where in reaching consumers still using the whatsapp platform so that it is less effective and very inefficient in recording transactions made. Therefore, the purpose of this study is to determine the features needed by consumers for the design of the D'Cetak Web Application.

The method used is a qualitative method with the data analysis technique, namely the kano method. The sampling used the purposive sampling technique method with a sample size of 30 respondents. However, only 26 respondents were included in the sampling criteria.

The results of the research obtained using the kano method prove that 10 attributes fall into the Attractive category and 8 attributes fall into the One Dimensional or Performance category.

Therefore, the conclusion of this research is that in designing the D'Print Web Application, it must focus on attributes that are in the Attractive and One Dimensional quadrants to be able to increase customer satisfaction so that it can maximize the function of the D'Cetak Web Application.

Keywords: *Web Application, D'Cetak, Kano Method.*