

## **ABSTRACT**

*The rapid development of digital technology demands that Micro, Small, and Medium Enterprises (MSMEs) utilize digital platforms optimally, including having an informative and user-friendly website. Fortus Media, a digital marketing startup based in Bandung, recognizes the importance of designing a website that aligns with user needs. This study aims to design a prototype website for Fortus Media using a mobile-based UI/UX approach, developed through the Figma tool and validated using the Javelin Experiment Board method.*

*This research employed a descriptive qualitative method, with data collected through interviews, observation, and documentation. Validation was conducted on three main assumptions: the need for assistance in creating digital marketing content, the need for a user-friendly and reliable digital platform, and the importance of guidance in building brand awareness. The testing involved five MSME actors in Bandung.*

*The results indicate that all tested assumptions were validated, with a success rate exceeding 70%. The developed website prototype features an attractive UI/UX design, clear service information, and a direct consultation feature that users found highly beneficial. The use of Figma proved effective in facilitating collaborative and efficient design processes. These findings demonstrate that validation-based approaches such as the Javelin Experiment Board can produce digital solutions that are more relevant and aligned with the actual needs of MSMEs.*

**Keywords:** *Prototype, UI/UX, Figma, Javelin Experiment Board, Website, Fortus Media, MSMEs.*