ABSTRACT

In 2021, there were 464,346 MSMEs recorded in the Bandung City area. This is proven by the establishment of Nisa Bakery in 2021. Nisa Bakery is one of the MSMEs operating in the FnB (Food and Beverage) sector in Bandung City which sells Steamed Bolu products with various variations of bolu. In its sales, Nisa Bakery only markets via social media, namely Whatsapp, this causes the dissemination of information carried out by the company to be not optimal. One of the marketing efforts in developing technology that can be carried out is creating a website as a forum for collecting information from Nisa Bakery to disseminate information related to the company and related products being marketed. Website creation can be supported by UI/UX design, where the design will display information about Nisa Bakery on the website. This information is related to the introduction of Nisa Bakery MSMEs to potential consumers with the aim of simplifying the process of purchasing the products offered with the information. This information contains the company profile, products offered, and how to order. Method selection is carried out to determine the best method for the research carried out.

Method selection is done by comparing each UX method based on its advantages and disadvantages. Of the four methods in the UX method used is User Centered Design. This is because the target in the UCD method is its use. The Nisa Bakery website design was created to meet customer needs according to the method used, namely user centered design. In the UCD method there are four main stages, namely determining the user context which is done by distributing questionnaires, determining user and organizational needs from the results of distributing questionnaires, creating a solution design where at this stage the researcher creates a website based on user needs, design evaluation is carried out following suggestions from users if there are deficiencies in the website. So a website can be declared suitable if the needs of the user and organization have been met with the website.

Based on user needs that have been obtained, the Nisa Bakery website contains a main page containing the favorite menu at Nisa Bakery, a shop page containing the types of products being marketed and how to order both on the

website and using Tokopedia e-commerce, on the services page there are services provided by Nisa Bakery, an about us page which introduces Nisa Bakery to users with information related to the company, and a contact us page where users can contact customer service from Nisa Bakery if there are problems with ordering and using the website.