ABSTRACT

Business ideas in Indonesia are growing, especially the interest of the younger generation who choose to be involved in the entrepreneurial world. Many large online businesses that have grown rapidly in Indonesia such as shoppe, traveloka, and others. The majority of all are general e-Marketplaces that provide many product categories in it. This has also triggered the existence of e-Marketplaces that are engaged in special fields such as zalora which is engaged in fashion and sociolla in the field of cosmetics.

Based on this, the author and the team created a business idea related to a special e-Marketplace that is engaged in illustrator/designer services in digital products. Built from three sides, namely illustrator/designer as a service seller, connoisseur of art or digital product services, and e-Marketplace admin. The design of this application focuses on the admin user of the e-Marketplace manager who acts as the main user of the application. In designing the design using the Goal-Directed Design method. This method is user-centered and is suitable for use when it is already known who the main users of the application are.

The result of this study is the design of prototypes that are then implemented to the front-end display stage. The design results are tested with usability testing and functionality front-end results tested using black box testing, so it can be known that the system as a whole can run optimally as expected according to the needs of application users.

Keywords — dashboard admin, e-Marketplace, goal-directed design, usability testing, black box testing.