

ABSTRACT

The rise of digitalization in the aftermath of the Covid-19 pandemic has made the visual communication design (VCD) sub-sector have an important role in conveying messages and information to make it interesting and easy to understand. With the increasing demand and use of creative services by companies and businesses, the number of creative workers, especially design freelancers, has also increased. However, this has resulted in those freelancers having difficulty in developing the market and competing with many competitors. Based on these phenomena and problems, Gravis is here as a place and connector for design freelancers and their clients so that they can transact creative services easily and safely. The research was conducted to produce plans for Gravis startup business activities in terms of market, operations, manpower, finance, and website development in the form of a Minimum Viable Product (MVP). This study used qualitative methods which consists of interview, SWOT, and AISAS data analysis methods based on data collected through library research, observation, interviews in the form of usability testing of the Gravis website prototype. The final result of the research is a marketplace-based Gravis website in the form of an MVP that offers a unique feature, namely the Draft Gravis feature.

Keywords: *creative services, design freelancer, marketplace, platform, startup.*