

## **ABSTRACT**

*The development of number of Business, Micro, Small, and Medium (MSME) activities from 2018 to 2019 has increased. In 2020 during the Covid-19 pandemic, MSMEs began to experience failure caused by several factors, one of which was less than optimal marketing. To restore the condition of MSMEs that failed during the Covid-19 pandemic, innovation, creativity and characteristics are needed to attract customers again. One of them is by developing MSMEs in the field of creative industries such as making handicrafts that are used for daily needs or enjoyed by their art. However, by making handicrafts, it is not uncommon for plagiarism or image claims to occur when marketing products. So that the authenticity of the product is lost and causes customer trust to decrease. This is the background of the Niuniq website as a solution to the problem, namely the loss of customer trust in the authenticity of the product. The purpose of this research is to help customers check the authenticity of handicraft products. In designing the Niuniq website, it is necessary to have a user interface and user experience to make it easy to use the website. The method used in designing the Niuniq website is user centered design because it focuses on users and user needs. The evaluation used is the Maze Usability Score (MAUS) and gets an average score of 80 for the seller so that it is in the high category and a score of 73 for the buyer, which means that the usability of the website is good.*

*Keyword: MSMEs, Handicraft, User Interface, User Experience, User Centered Design*