

## ABSTRACT

Micro, small and medium enterprises (MSMEs) are one of the elements of strength to support economic development and growth and MSMEs can be said to have the largest number of business groups. In the current era of globalization, the problem commonly faced by MSMEs is information management which results in a lack of work efficiency because some businesses have not used information technology. So that to help Indonesian people who still don't understand access to digitalization technology, the realization of quality improvements for MSMEs requires an information system platform for sellers to market or manage their products properly. Therefore, this research was conducted from the side of the *User Administrator*, which makes it possible to manage an information system platform with the convenience of a UI/UX design to connect MSME buyers and sellers in one community from various groups with different computer literacy. And from making this MSME application, there will be a UI/UX design design for MSME applications that applies the *Shared service* concept for *Administrator* users using the *User-Centered Design* method. Later, when going to create an application for an *MSME Website Administrator*, the author also needs to design a UI/UX design as a good and convenient information system to meet user needs. The design of the information system UI/UX design, which will later manage MSMEs, uses a user-focused method. And the method that will be used, namely User-centered procedure, can be said as a way for developers and designers of digital products and can create designs that are very comfortable to use by users.

From the design of the UI/UX design, the information system that will manage an MSME is made in a product based on a front-end *Website* and later will carry out the plan through a prototype which will be tested using formative testing techniques which will find out the shortcomings or advantages of the prototype designed with the user. . A sound system is a system that can provide comfort to

its users. One of the conveniences for users is a system with a UI/UX design that has perfect and easy design uses for users. So from the results of the tests carried out a comparison between the beta and final prototypes of the tested samples concluded that the UI/UX design using the prototype was good enough.

Keywords— *MSME, Information Technology, UI/UX, Shared service, UserCentered Design*