ABSTRACT

Agree Mart, a platform providing fresh food ingredients, faces service affordability issues due to limited merchants, impacting purchase retention. To address this, improvements in touchpoints are needed, using Design Research Method and SWOT Analysis. The research yields a strategy design using Service Design, Central Place Theory, and Marketing Mix Theory, starting at the district level. Traditional vegetable vendors are included in the strategy to overcome limitations in merchant numbers, unsatisfactory user experience, high delivery costs, and limited vouchers. The strategy is visualized as a Flowchart and Wireframe within the Agree Mart application.

Keywords: *Touchpoint, Merchant, Agree Mart, affordability*