

ABSTRACT

The rapid growth of the gaming industry has increased the demand for digital services that support in-game item purchases. However, many platforms have yet to meet user needs, particularly in terms of payment method flexibility and optimal user experience. Therefore, this project aims to develop the Nazhstore website as a game top-up platform that addresses these two aspects. The Design Thinking method was applied in the website development, consisting of five main stages: Empathize, Define, Ideate, Prototype, and Test. The website is also equipped with a payment gateway integration that supports various payment methods to ensure user transaction convenience. Testing was conducted in two stages, namely alpha testing and beta testing. Alpha testing ensured that all features functioned as planned without significant bugs, while beta testing involved users to directly evaluate their experience. The testing results showed that the average System Usability Scale (SUS) score was 83, categorized as "Excellent" and falling within Grade A. With these achievements, this project successfully created a solution that meets user needs for game top-up services. The project is expected to contribute positively to the development of digital services in the gaming industry.

Keywords: Nazhstore, payment gateway, UI, UX.