

ABSTRACT

The growing demand for convenience and efficient service has compelled businesses to enhance service quality and provide comprehensive facilities to meet consumer expectations. Ideally, the integration of technology, such as sales applications, should be adopted by all enterprises. However, some businesses, like Toko Aya, still rely on manual processes for sales and inventory management. To address these challenges, Toko Aya requires an innovative system. A web-based application offers a promising solution, but it is essential to prioritize user interface and experience to ensure ease of use. Employing the Design Thinking methodology, which emphasizes understanding user needs, enables the development of relevant and effective solutions. After the application was developed, usability testing was conducted using the System Usability Scale (SUS) with a Likert scale, involving employees, experts, and general users. The results showed an average score of 69, corresponding to a grade of C, interpreted as “OK,” with a marginal value and a passive category on the NPS scale. These findings indicate that the application is reasonably suitable for use, though there is still room for improvement in user experience..

Keywords: *design thinking, development, frontend, sales, web application, system usability scale.*