

ABSTRACT

Watie catering UMKM in Purwokerto faces challenges in business competition due to operational processes that are still manual, such as order recording, stock management, and marketing. This results in low efficiency and limited market reach. The research input is in the form of digital system needs, while the output is an integrated website prototype. Digital transformation is very important for UMKM to be able to survive and thrive in the smart economy era. Currently, many UMKM have not utilized technology optimally so that it is difficult to compete and expand the market. Website development is a solution between manual conditions and digital needs. This study uses the Design Thinking method with the stages of Empathize, define, ideate, prototype, and test. Data were collected through observation, interviews, questionnaires, and empathy mapping. The result is a website design in the form of an interactive prototype that contains online ordering features, digital payment management, customer feedback, and social media integration and location maps. The usability testing prototype (SUS score 70) and functional acceptance (UAT 82.67%), confirm that this website is ready to be the main foundation for a more aggressive and measurable digital marketing strategy in the future. Testing using System Usability Scale (SUS) and User Acceptance Testing (UAT). The test results show that the design of the developed website prototype can be easily used and according to user needs, so that it can increase operational efficiency, expand market reach, and strengthen the competitiveness of MSMEs.

Keywords: website, MSMEs, design thinking, smart economy