

Kaikana Coffee & Kitchen Website UI: A Design Thinking Approach

Diesya Latifa Santoso^{1*}, Dino Caesaron², Yusuf Nugroho Doyo Yekti³

¹ Department Industrial Engineering
Telkom University, Bandung, Indonesia
diesyalatifa@gmail.com

² Department Industrial Engineering
Telkom University, Bandung, Indonesia
dinocaesaron@telkomuniversity.ac.id

³ Department Industrial Engineering
Telkom University, Bandung, Indonesia
doyoyekti@telkomuniversity.ac.id

*diesyalatifa@gmail.com

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ABSTRACT IN ENGLISH

The rapid growth of the café industry demands innovative approaches to remain competitive. This study proposes a user interface (UI) design for the Kaikana Coffee & Kitchen website using the Design Thinking methodology to improve marketing effectiveness. The research applies the five-stage Design Thinking process—Empathize, Define, Ideate, Prototype, and Test—to design a user-centric interface that enhances customer engagement and simplifies online interactions. Surveys involving 30 customers and interviews with the café owner informed us of the design. The final prototype was evaluated using the System Usability Scale (SUS), yielding an average score of 82.75, indicating a high level of usability. The results suggest that a professionally designed website can significantly enhance customer satisfaction, improve sales performance, and strengthen brand identity. Future work should focus on broader user testing and integration with e-commerce functionalities.

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs), as defined by Law No. 20 of 2008, are business activities that provide goods or services carried out by individuals or individually owned business entities. They play a vital role in Indonesia's economy, with 65.4 million registered businesses in 2019, a number expected to grow due to increasing entrepreneurial activities. SMEs contribute significantly to employment and GDP, accounting for over 90% of all firms outside the agricultural sector and providing employment for more than 97% of Indonesia's workforce [1]. With a population of 273.87 million in 2020 (Dukcapil), SMEs represent nearly 40% of the population, contributing to equitable economic distribution in both rural and urban areas. Despite their significance, SMEs face challenges such as limited access to finance, technology, and markets, making it essential to implement supportive policies and innovative practices to enhance their impact on Indonesia's economic growth [2].

Bogor Regency is renowned as a top culinary tourism destination. According to data from opendatajabar, Bogor Regency is among the top 10 regencies/cities with the highest number of restaurants, eateries, and cafes in West Java during the 2022–2023 period [3]. Seen in Figure. 1, there were 600 businesses in Bogor Regency during that time, while in Bogor City, the number increased from 628 businesses in 2022 to 1,365 businesses in 2023. The large number of restaurants, eateries, and cafes poses a threat to some businesses, especially food businesses. The founders of these food businesses need more effort in marketing their business. With more marketing activities, the business can be better known and liked by many people.

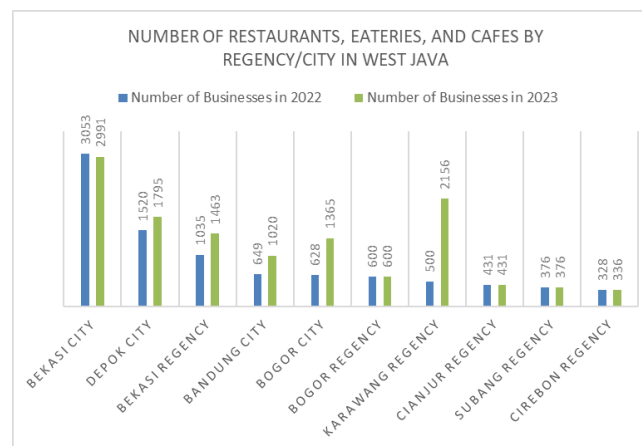


Figure 1 - Number of restaurants, eateries, and cafes by regency/city in West Java

Kaikana Coffee & Kitchen is a café that offers a wide variety of drinks, from coffee, non-coffee, and mocktails, to milk-based drinks, and many more. Not only drinks, Kaikana Coffee & Kitchen also provides a variety of delicious snacks, heavy meals that pamper the tongue, to appetizing desserts. Kaikana is located on Jl. Raya Ciapus No.189, Kota Batu, Kec. Ciomas, Bogor Regency, West Java 16610.

Currently, Kaikana Coffee & Kitchen does not yet have an official website as a promotional media. As a result, the cafe heavily relies on its Instagram account to promote its products and services. However, with only Instagram as a promotional tool, the marketing efforts of this cafe remain suboptimal and fail to reach a broader audience effectively. The lack of a dedicated website limits the cafe's ability to showcase its menu, customer reviews, and special offers in a more professional and easily accessible manner, which could otherwise enhance customer trust and engagement. The success of this cafe promotion can be assessed from the sales data each month.

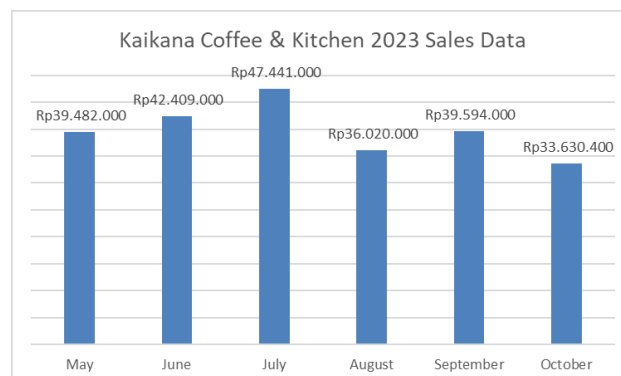


Figure 2 - Kaikana Coffee & Kitchen 2023 sales data

Based on the data in Figure. 2 sales of Kaikana Coffee & Kitchen are not stable every month. For August - October, it decreased when compared to May - July. Based on an interview with the owner of Kaikana Coffee & Kitchen, the sales target of Kaikana Coffee & Kitchen/month is IDR 45,000,000.00. Therefore, more promotional media is needed to promote Kaikana Coffee & Kitchen.

In the growing digital era, having a website serves as an essential tool for small businesses to expand their promotional reach and provide comprehensive information to potential customers. A website enables businesses to showcase critical details like menus, operating hours, customer reviews, and special offers, which can significantly attract and engage potential customers. Research highlights that websites are a pivotal aspect of marketing strategies, particularly for small businesses in the food and beverage industry, helping them build credibility and broaden their customer base [4]

Websites offer numerous benefits for Micro, Small, and Medium Enterprises (MSMEs). They help increase brand awareness by enabling MSMEs to showcase their products and services to a broader audience online, while also reaching new markets beyond geographical and time constraints, thereby expanding customer bases significantly. Additionally, websites improve business efficiency by streamlining processes like ordering, payment, and customer service, ultimately saving time and reducing costs. A professional website builds customer trust by clearly presenting information about products and services, enhancing the understanding of the business. Websites also boost online visibility by appearing in search engines like Google, allowing MSMEs to extend their reach further. Moreover, they enable MSMEs to collect and analyze customer data, providing valuable insights into customer behavior to optimize business strategies. Finally, websites enhance customer service by facilitating seamless communication, addressing customer queries, and improving overall satisfaction with the business [5].

Numerous studies highlight the critical role of websites in enhancing the visibility, credibility, and operational efficiency of Micro, Small, and Medium Enterprises (MSMEs) [6]. Despite this, there remains a notable gap in the literature concerning practical design implementation strategies specifically tailored to small-scale enterprises, particularly in the café sector. For Kaikana Coffee & Kitchen, the development of a dedicated website presents an opportunity to establish a more professional online presence and strengthen its brand identity. In addition, research underscores the ability of websites to facilitate business transitions into e-commerce by supporting features such as online reservations, delivery services, and direct customer communication [7]. A strong digital presence not only increases customer reach but also fosters trust and loyalty through consistent and engaging user experiences [8].

In the context of digital promotion, the user interface (UI) of a website plays a crucial role in shaping user experience and influencing customer behavior. A well-designed UI ensures that visitors can easily navigate the site, find relevant information, and interact with features such as menus, orders, and contact options [9]. For Kaikana Coffee & Kitchen, implementing an intuitive and visually appealing UI is key to attracting and retaining customers in a competitive café market.

Design Thinking is a human-centered, iterative approach to problem-solving that emphasizes empathy, creativity, and experimentation. It involves understanding user needs, redefining problems, and developing innovative solutions through cycles of prototyping and testing. The methodology typically consists of five stages—Empathize, Define, Ideate, Prototype, and Test—which together foster human-centric innovation across various industries, including product development, service design, and digital experiences. In recent years, Design Thinking has been widely adopted across business and technology sectors due to its proven ability to generate innovative, user-focused solutions that support strategic objectives. Its flexible framework makes it especially valuable for small businesses seeking to improve customer experience and navigate digital transformation effectively. For instance, [10] demonstrated how Design Thinking facilitated the digital transformation of small businesses during the COVID-19 pandemic by enabling rapid adaptation to changing market conditions. Similarly, [11] applied Design Thinking to develop a website-based digitalization strategy for a tourism company, resulting in enhanced user engagement and operational efficiency. These examples underscore Design Thinking's versatility and effectiveness in addressing complex challenges faced by small enterprises in today's dynamic business environment.

This study aims to address the identified gap by applying the Design Thinking methodology to develop a user interface (UI) design prototype suited to Kaikana Coffee & Kitchen's unique context. Through a well-structured and aesthetically appealing website—optimized with SEO and user-centered features, the café can significantly enhance its promotional capabilities, attract a broader audience, and improve overall customer engagement. Ultimately, the implementation of such a platform is expected to strengthen marketing effectiveness and support sustainable business growth.

Based on the problems described earlier, the following is a fishbone diagram that can explain in more detail the existing problems accompanied by alternative solutions to overcome these problems.

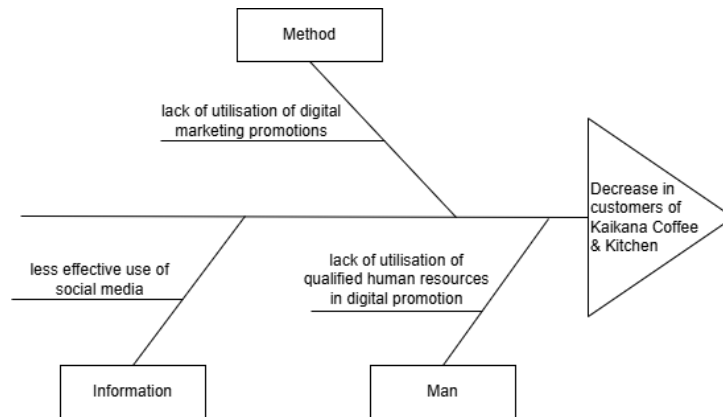


Figure 3 - Fishbone diagram

Based on Figure. 3, several problems can be concluded related to the problem of decreasing customers visiting Kaikana Coffee & Kitchen. This diagram focuses particularly on promotion-related issues, which were prioritized due to the business' limited marketing channels, primarily relying on Instagram. Several key issues identified include the lack of digital promotion expertise, poor utilization of social media, and the absence of multi-channel promotional tools such as a website. However, it is important to acknowledge that promotional issues may not be the sole cause of declining customer visits. Other factors such as location accessibility, customer service quality, seasonal variation, or broader economic trends could also contribute. This study, however, chooses to focus on digital promotional solutions, given their high potential impact and relatively low implementation barrier for MSMEs.

2. METHOD

Design Thinking is a human-centric design method to solve problems and create innovations. By applying the Design Thinking approach, it is expected to meet user needs and solve problems faced by users when using the application [12]. Design Thinking is a comprehensive and customer-centered innovation approach, which aims to create and develop creative business ideas and overall business models. Design Thinking tries to apply the methods and ways of working of designers to business processes [13]. The Design Thinking method consists of five stages, namely Empathize, Define, Ideate, Prototype, and Test.

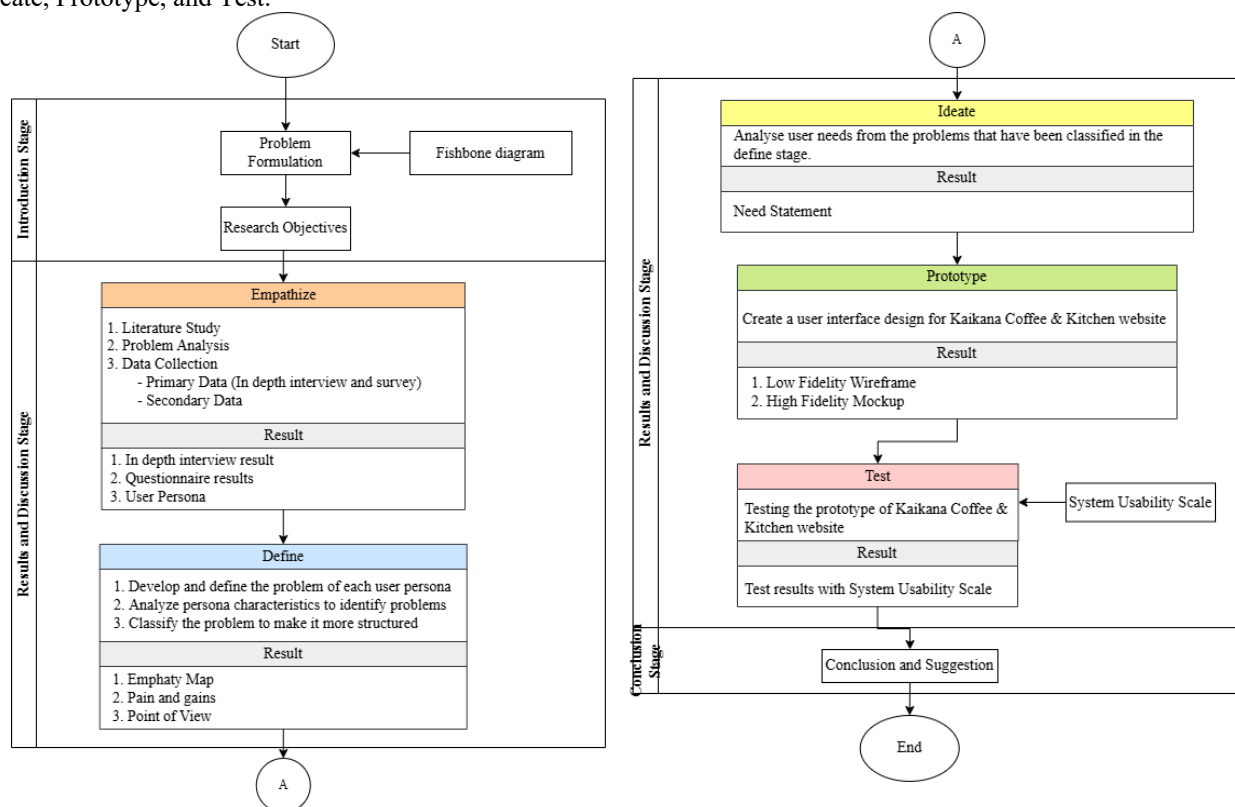


Figure 4 - Research Stages

2.1. Introduction stage

Based on Figure. 4 introduction stage is the initial stage of the research process, where problem identification and analysis are conducted. The goal at this stage is to thoroughly understand and explain the issue to develop an appropriate solution. The formulation of the problem is facilitated using a fishbone diagram, which helps to clearly define the root causes. Once the problem has been identified, the research objectives are established. These objectives ensure that the proposed solutions align with the original goals of the study.

2.2. Result and Discussion stage

The data collection stage aims to determine the values or indicators to be achieved and is designed based on two main data types: primary and secondary data. Primary data, which serves as the main and essential source for this research, is gathered through in-depth interviews and surveys to obtain detailed information. Meanwhile, secondary data acts as supporting information collected indirectly from sources such as journals, books, or other documents to complement and enhance the study.

Data collection and processing are conducted using the Design Thinking method, which provides a structured approach to problem-solving and solution development. The process begins with the empathize stage, where the researcher delves into the problem and its influencing factors. Empathize involves understanding people and delving into their hopes and needs, with its core being the ability to consider others' perspectives. By empathizing and exploring deeper, it often reveals that actual needs go beyond initial requests. Empathy is crucial for identifying and understanding what is truly happening. Through insights and observations, one can interpret what people say and do to uncover what they genuinely think and feel. In this context, in-depth interviews serve as a qualitative research technique involving intensive interviews with a small number of respondents to explore their perspectives on specific ideas, programs, or situations [14]. This method is typically used when detailed information about behaviors, thoughts, or problems needs to be explored thoroughly. In-depth interviews involve asking probing questions to uncover various aspects of information, which are then analyzed to construct a narrative that enhances understanding of the studied subject [15]. At this stage, researchers are looking for information about what things will be displayed on the Kaikana Coffee & Kitchen website. Data collection is done using surveys and in-depth interviews. The survey was conducted using a Google form addressed to 30 Kaikana Coffee & Kitchen customers. The in-depth interview was conducted with the owner of Kaikana Coffee & Kitchen. Surveys and in-depth interviews are conducted as material for researchers to consider what things need to be on the Kaikana Coffee & Kitchen website display. This stage involves conducting interviews, distributing surveys, and creating user personas that accurately represent user needs and behaviors. A persona is a collection of representative information that captures details about real-world users. However, certain elements of the persona, such as name, photo, and other social attributes, are fictional. These elements are created imaginatively as they do not significantly influence the design being developed [16]. These user personas are then further utilized to develop tools such as empathy maps which help to visualize and better understand the user's perspective and experiences.

The next stage is define. It focuses on refining and organizing the information gathered during the empathize phase. This step involves filtering and categorizing the data to produce empathy maps, pain and gains, and points of view that highlight the core issues and opportunities for improvement. The empathy map was divided into four quadrants: Says, Thinks, Feels, and Does, each serving a specific purpose. The Says quadrant captures what the user verbally expresses, the Thinks quadrant reflects what the user is thinking, the Feels quadrant represents the user's emotions, and the Does quadrant outlines the actions the user takes [17]. Once the user's needs and challenges are clearly understood, the ideate stage is conducted, where need statements are formulated. These need statements serve to identify and organize user requirements into specific categories, creating a foundation for solution development.

In the prototype stage, practical solutions to the identified problems are developed, starting with low-fidelity mockups to visualize initial ideas and progressing to high-fidelity mockups for more detailed and functional designs. A low-fidelity prototype is a basic representation of a user interface used for exploring concepts and ideas, focusing on structure, layout, and navigation without significant visual detail or interactivity. Commonly constructed with materials such as paper or simple digital tools, it is designed for early-stage feedback and brainstorming [18]. A high-fidelity prototype closely replicates the final product in terms of design and functionality, including detailed visuals, interactivity, and user flows. These prototypes are used to refine and test the user experience and interaction before implementation [19], [20].

Finally, the test stage evaluates the usability and effectiveness of the proposed solutions. Usability testing is conducted through the Figma application, where respondents interact with clickable mockups to complete specific tasks. The feedback from these tests is measured quantitatively using the System Usability Scale (SUS). The System Usability Scale (SUS) is a user-testing method that provides a simple, quick, yet reliable measurement tool. SUS utilizes a standardized questionnaire consisting of 10 statements, with 5 positive and 5 negative statements. Each statement is rated on a 5-point Likert scale, where respondents assess their agreement as Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) [21].

2.3. Conclusion stage

In the conclusion stage, a summary of the key points and findings from the previous stages is presented. This conclusion also aims to evaluate whether the Kaikana Coffee & Kitchen website mockup design meets the user's needs. Following that, in the recommendations section, suggestions are provided to address the shortcomings identified during the design process. These recommendations can serve as a foundation for future research, helping to develop and enhance the Kaikana Coffee & Kitchen website design to better respond to user needs.

3. RESULT AND DISCUSSION

The empathize stage included conducting interviews, distributing surveys, and developing user personas that accurately reflected user needs and behaviors. Table 1 summarizes the interview results mapped according to the purpose of the interview questions.

Table 1 – In-depth interview summary

Interview Objective	Interview Conclusion
Knowing the urgency of creating a website for Kaikana Coffee & Kitchen.	Needed to market Kaikana Coffee & Kitchen online
	It can be used to provide information related to Kaikana, including menu, location, and operating hours.
	Can spread promotions or discounts to customers through the website
	With a website, customers will be more interested and Kaikana's profits will increase
Knowing the features needed in the Kaikana Coffee & Kitchen website.	Features that customers usually need such as menus, locations, etc.
	Homepage, search, menu, store location, add to cart, about us, contact us, and download app.
	On the homepage, you can add information related to discounts and promotions on the homepage.
Knowing the desired style on the Kaikana Coffee & Kitchen website.	A website that attracts customer attention
	Of the several options, the minimalist style is more attractive than the other options
Knowing the color combination that is suitable for making the Kaikana Coffee & Kitchen website.	Since it's for coffee shops, it's better if the color is related to brown.
	Of the options, option number 4 is more interesting
Knowing the fonts that are suitable for making the Kaikana Coffee & Kitchen website.	Because the website design chosen is a minimalist style, it's better if the font chosen also matches the theme.
	From several choices, Poppins and Plus Jakarta Sans fonts are suitable for the Kaikana website

User personas compile key information that represents and details real-world users. In this study, the user persona is developed based on the earlier interview findings.

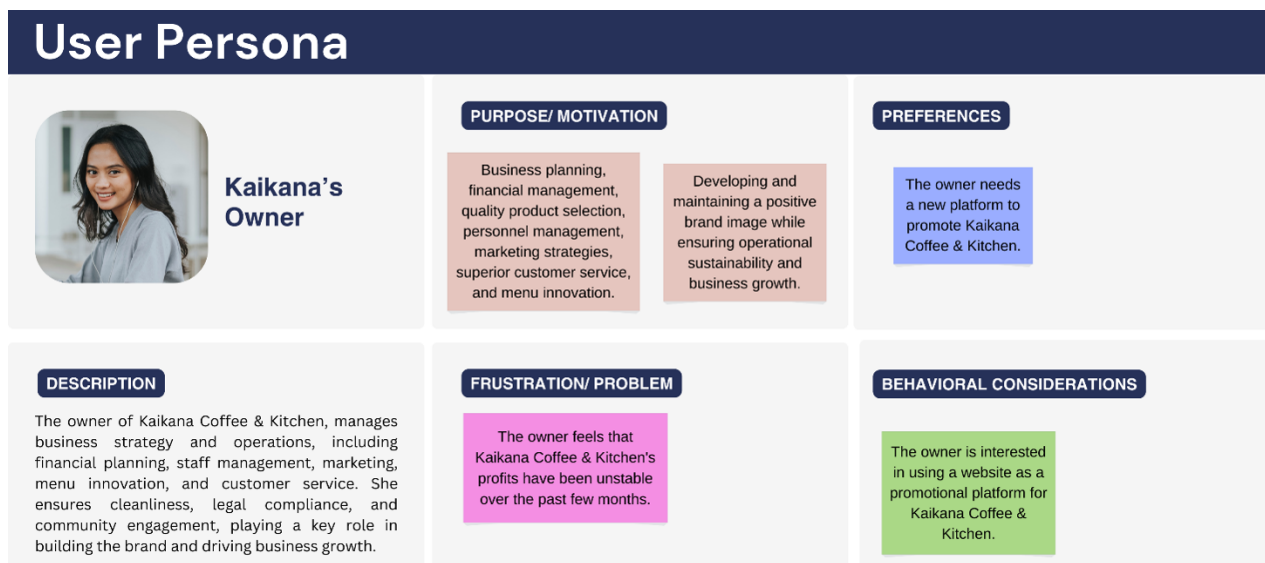


Figure 5 - User Persona

Figure 5 is a user persona that represents the owner of Kaikana Coffee & Kitchen. The owner is responsible for and monitors all activities in the coffee shop. The owner of Kaikana Coffee & Kitchen observed that profits have been unstable in recent months. To address this issue, a new promotional medium was deemed necessary. A website was identified as a suitable platform to enhance marketing efforts and reach a wider audience.

The define stage in this research involved the use of empathy mapping to define the problems that arise from the results of user interviews. Empathy mapping was conducted according to the number of personas studied. The main objective was to understand the persona's point of view regarding the problem. Figure. 6 is an Empathy Map for the owner of Kaikana Coffee & Kitchen, highlighting her thoughts, feelings, statements, and actions.



Figure 6 - Empathy Map

After creating the Empathy Map, the researcher categorized the gathered information, focusing on identifying the Pain and Gains points. These categories represented the key insights derived from the Empathy Map and served as the foundation for understanding the respondents' experiences and perceptions. The Pain points were derived from the challenges, frustrations, and obstacles that respondents encountered, reflecting negative aspects that hinder their overall experience. In contrast, the Gains points highlighted the positive aspects, such as desires, needs, and potential benefits that the respondents expect or value from the product. Table 2 is pain and gain for the owner of Kaikana Coffee & Kitchen.

Table 2 - Pain and Gain

Pain	Gain
Kaikana Coffee & Kitchen's profits were unstable in the previous few months.	The existence of new promotional media such as websites.

After designing the user persona and empathy map, the next essential step was to formulate a Point of View (POV) to gain deeper insights into the needs and challenges of the persona. The POV was a structured approach that helped the researcher articulate and clarify the primary needs of the persona, focusing on what they require to improve their experiences or solve existing problems. Table 3 transformed the raw data from the user persona and empathy map into a clear and actionable framework.


Table 3 - Point of View

User	User Requirements	Needs
Persona: Owner Kaikana Coffee & Kitchen	Kaikana Coffee & Kitchen needs a website as a promotional tool to enhance its marketing efforts.	Kaikana Coffee & Kitchen's need for a website as a marketing tool
	Common features that customers typically require include a homepage, menu, location information, search functionality, store location, an "Add to Cart" option, an "About Us" section, contact details, and the ability to download the app	Website with homepage feature Website that has a search feature Website with a menu feature Website with store location feature Website that has an add-to-cart feature Website that has an about us feature Website that has a contact feature Website that has a download app feature

User	User Requirements	Needs
	Of the several options, the minimalist style is more attractive than the other options.	Website with a minimalist theme
	Of the several options, the color in option number 4 is more attractive.	Website that has a color palette like option 4
	Of the several options, the fonts Poppins and Plus Jakarta Sans are suitable for the kaikana website.	Website that uses “Poppins” & “Plus Jakarta Sans” fonts

At the ideate stage, the researcher combined the insights gathered from interviews with the owner of Kaikana Coffee & Kitchen and the responses from the questionnaire conducted with respondents. These findings were synthesized into a clear Need Statement in Table. 4, which serves as a foundation for identifying and addressing the core challenges and opportunities within the business. The Need Statement ensured that the solutions developed during the ideation process were aligned with real needs.

Table 4 - Need Statement

Need Statement	
The need for a website for Kaikana Coffee & Kitchen marketing media	
Website that has a homepage feature	
Website that has a search feature	
Website that has a menu feature	
Website that has a store location feature	
Website that has an add-to-cart feature	
Website that has an about us feature	
Website that has a contact feature	
Website that has a download app feature	
Website that has a minimalist theme	
Website that has a color palette such as:	
	
Website that uses “Poppins” & “Plus Jakarta Sans” fonts	

In the prototyping phase, feasible solutions to the identified issues were created, starting with low-fidelity sketches to illustrate early concepts and moving toward high-fidelity prototypes for more refined and functional designs. In this research, In the prototyping phase, feasible solutions to the identified issues were created, starting with low-fidelity sketches to illustrate early concepts and moving toward high-fidelity prototypes for more refined and functional designs. In this research, low fidelity is done by designing a simple layout of the Kaikana Coffee & Kitchen website seen in Figure 7. Figure 7 illustrates the foundational layout of the website, focusing on basic navigation and content hierarchy without color or detailed visuals. The About Us page includes space for storytelling and brand identity, while the Menu page is structured to showcase categories (e.g., Coffee, Non-Coffee, Snacks, Dessert) in a clean grid layout.

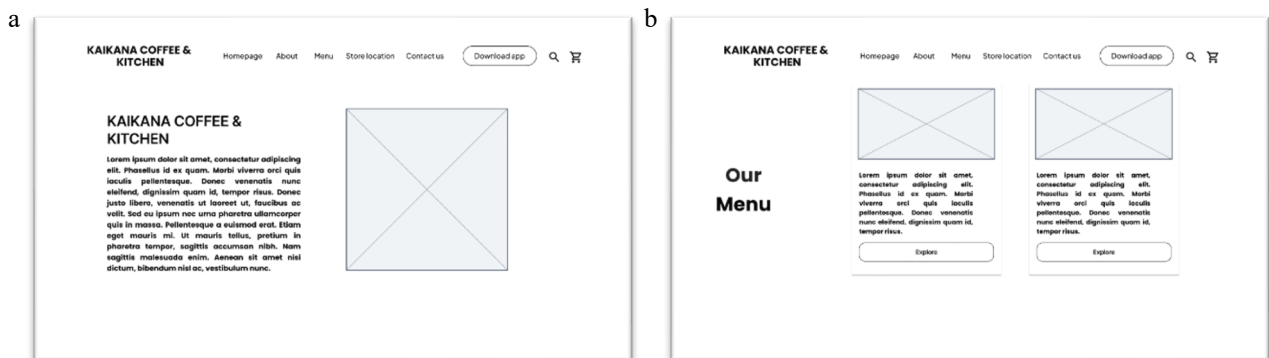


Figure 7 - (a) Low fidelity about us page; (b) Low fidelity menu page

High fidelity was designed after designing low fidelity. In high fidelity, colors and images have been adjusted, according to the previous need statement. The high-fidelity stage was carried out by refining the simple layout of the Kaikana Coffee & Kitchen website that was created based on the low-fidelity phase seen in Figure 8. In Figure 8, the high-fidelity prototype refines these layouts with aesthetic elements aligned to user preferences identified earlier, such as minimalist design, brown tones evocative of coffee, and clean, modern typography using Poppins and Plus Jakarta Sans.

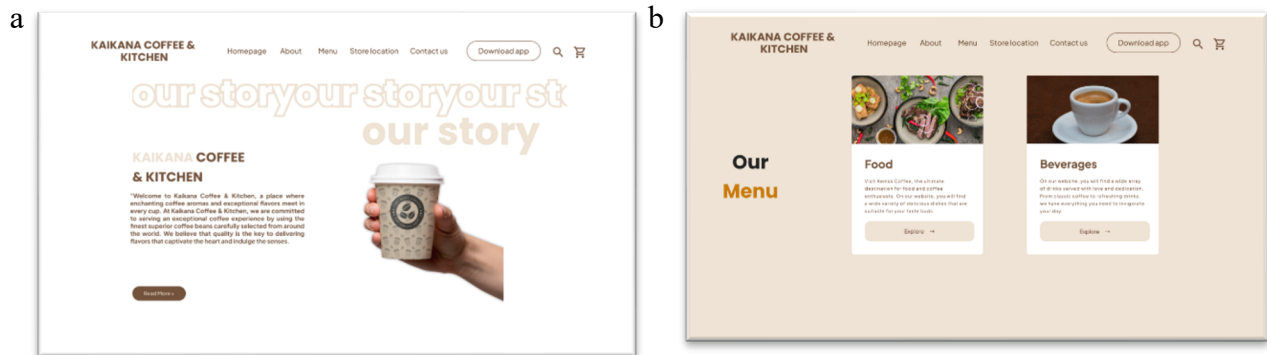


Figure 8 - (a) High fidelity about us page; (b) High fidelity menu page

Finally, the testing phase assesses the usability and effectiveness of the proposed solutions. The feedback from these tests is then quantitatively measured using the System Usability Scale (SUS).

Table 5 - System Usability Scale Calculation Result

Respondents	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Raw Score	Final Score
R1	5	2	5	3	4	1	5	2	4	1	34	85
R2	5	1	4	1	4	2	5	2	5	3	34	85
R3	5	2	5	2	4	2	5	1	5	1	36	90
R4	4	1	4	1	5	1	4	1	4	2	35	87,5
R5	5	2	4	3	4	2	4	1	3	1	31	77,5
R6	5	1	4	2	5	1	3	1	3	2	33	82,5
R7	4	2	5	2	5	2	3	2	4	1	32	80
R8	4	1	5	3	5	1	4	1	3	3	32	80
R9	5	1	5	1	5	1	4	2	3	3	34	85
R10	5	2	5	2	4	2	3	2	4	3	30	75
Mean Score												82,75

Based on Table 5, the raw score is calculated by summing the scores obtained from the respondents, where odd questions are minus 1 and even questions 5 minus the score. To get the final score, the raw score is multiplied by 2.5. Next, the average final score is calculated, and the average score is 82.75. The score falls into the “acceptable” category with the grade obtained which is B which means “Good”.

4. CONCLUSION

In conclusion, this research successfully addressed the marketing challenges faced by Kaikana Coffee & Kitchen through the application of Design Thinking methodology. The study identified critical issues such as unstable sales and the limited reach of Kaikana's promotional efforts, which were primarily confined to Instagram. By recognizing the need for a more robust online presence, the research emphasized the importance of creating a website that could serve as an effective marketing tool for the business. The website would not only showcase Kaikana's menu, location, and operating hours but also provide a platform to promote special offers and discounts, which could attract more customers. The study uncovered that a minimalist design paired with relevant features, such as menus, search, and promotions—could significantly improve user interaction and marketing effectiveness. The design process included gathering valuable insights from in-depth interviews with the owner, as well as surveys from 30 customers, to identify key features required on the website, such as a homepage, search function, "Add to Cart" option, and an "About Us" section. The website's design was guided by the preferences of the stakeholders, opting for a minimalist style, a warm color palette, and suitable fonts that aligned with Kaikana's brand identity. The final high-fidelity design reflected user preferences through careful consideration of layout (visuals positioned at the top, informative text below), font pairing (Poppins and Plus Jakarta Sans for readability and style), and color palette (warm brown tones associated with coffee culture). The usability testing, measured using the System Usability Scale (SUS), resulted in an average final score of 82.75, indicating that the website

design was both intuitive and effective. This high score places the website design in the "acceptable" category, suggesting that it would enhance customer experience and improve the business's online visibility. The research concluded that a professional, well-designed website would not only improve Kaikana Coffee & Kitchen's promotional efforts but also help stabilize profits, attract a broader customer base, and foster customer loyalty, thus contributing to the long-term success of the business.

Despite these positive outcomes, the study has certain limitations. The sample size for user feedback was relatively small, consisting of only 30 survey respondents and one in-depth interview. This may not fully represent the broader target audience and could limit the generalizability of the findings. Additionally, the research focused solely on the UI design phase without implementing the website in a live environment, meaning user behavior over time could not be analyzed. Future research should consider expanding the sample size to include a more diverse user base and test the prototype in real-world scenarios. This would provide more comprehensive insights into user interaction patterns, long-term usability, and the effectiveness of the website as a marketing tool. Integrating e-commerce features and analyzing user analytics post-launch could further strengthen the digital strategy for Kaikana Coffee & Kitchen and similar MSMEs.

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Conflict of Interest

Dino Caesaron, Ph.D is an editorial team of the International Journal of Innovation in Enterprise System.

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