

**Implementasi Metode *Design Thinking* pada Pengembangan *E-Commerce*
PT Mitra Jamur Indonesia** (*Implementation of Design Thinking Method in the
Development of E-Commerce of PT Mitra Jamur Indonesia*)

Iqbal Ikhlasul Amal
Study Program of Informatics Engineering
Major of Information Technology
Program Studi Teknik Informatika
Jurusan Teknologi Informasi

ABSTRACT

This research aims to develop a website-based e-commerce application that can expand the marketing area and improve the business productivity of PT Mitra Jamur Indonesia. The method used is the design thinking approach, involving users in every stage of development. The study involves 8 users, consisting of 5 mushroom farmers and 3 mushroom enthusiasts. The resulting e-commerce prototype supports both desktop and mobile views. The prototype has undergone usability testing and obtained a score of 6.67 out of 7, indicating that users can easily understand the developed product. Additionally, the testing process also considered user feedback. The prototype was then implemented using the sdlc waterfall method to create a ready-to-use product. The application was tested using blackbox testing, demonstrating that the implemented prototype functions according to the requirements.

Keywords: *design thinking, e-commerce, pt mitra jamur Indonesia*