

**Perancangan Antarmuka Web Profil Pt Pilar Sentosa Kabupaten Sidoarjo**  
**Menggunakan Metode *Lean UX* (Web Interface Design Profile of PT Pilar Sentosa**  
*Regency of Sidoarjo Using Lean UX Method)*  
Pembimbing (1 Orang).

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**ABSTRAK**

PT Pilar Sentosa is a company that specializes in manufacturing cooling and heating machines for industrial processes in Sidoarjo Regency. Currently PT Pilar Sentosa has not used digital promotional media. Website is one of the digital promotional media. The purpose of this research is to design a web interface profile of PT Pilar sentosa using the lean UX method. The lean UX stages carried out are: declare assumptions, create an MVP, run an experiment, and feedback and research. Declare assumptions is carried out in four stages there are problem statements, assumption worksheets, hypothesis, and user persona. Create an MVP is carried out in two stages there are Low fidelity and high fidelity. The run an experiment was conducted in two tests explicitly using UEQ and explicitly using Google analytics. Feedback and research was conducted using UEQ Compare and A/B Testing as comparison methods. The study was conducted with two iterations. The first iteration gets a UEQ value below average with an attractiveness scale of 0.99, a perspicuity scale of 0.78, efficiency of 0.73, dependability of 0.85, stimulation of 0.70, and novelty of 0.30. in the second iteration the UEQ values on the scale of attractiveness 2.00 (excellent), perspicuity 2.05 (excellent), efficiency 1.97 (excellent), dependability 1.71 (excellent), stimulation 1.87 (excellent), an novelty 1.34 (good). A/B testing produced by 72.7% or 24 respondents stated that the B version of the web was better with 27.3% or 9 respondents stating the opposite. 78.8% or 26 respondents stated that the information was easier to understand in web version B and 21.2% stated otherwise. 69.7% or 23 respondents stated that the web version B was more effective and efficient and 30.3% or 10 respondents stated otherwise.

**Keywords :** *PT Pilar Sentosa, Website profile, Lean UX, UEQ, A/B Testing*