

***LEAN UX IMPLEMENTATION IN PAMEKASAN SMART APPLICATION
DESIGN.***

Supervised by Prawidya Destarianto, S.Kom, M.T

Fajriansyah Decky Setiawan
Study Program of Informatics Engineering
Majoring in Information Technology

ABSTRACT

The Pamekasan Smart application is an android-based application for Pamekasan Regency for general users. The facilities provided in this application are in the form of an information portal about Pamekasan. This study aims to apply the Lean UX method in compiling Pamekasan Smart Application design recommendations. Testing design recommendations using the User Experience Questionnaire (UEQ) and testing using Maze. In this design, one iteration was carried out because the test results from the UEQ method and testing using Maze obtained very good scores. The results of questionnaire testing using the UEQ method based on benchmarks are included in the very good category with average details of Attractiveness 2.31 Excellent, Perspicuity 2.46 Excellent, Efficiency 2.40 Excellent, Dependability 2.06 Excellent, Stimulation 2.53 Excellent, and The novelty is 2.18 Awesome. Meanwhile, from the results of testing using a maze, the Maze Usability Score gets a score of 92 with an immediate success value of 100% in all missions. So it can be concluded that the design of the Pamekasan Smart Application is very feasible.

Keywords : Pamekasan Smart, LEAN UX, User Experience Questionnaire (UEQ), Maze, User Interface, User Experience.