

***STARTUP SCHOOL LANDING PAGE INTERFACE DESIGN USING LEAN  
UX METHOD (CASE STUDY OF CODINGGO SCHOOL)***

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***ABSTRACT***

*This research presents the design of a landing page interface for the Codinggo School startup using the Lean UX method, with evaluation using Google Analytics, User Experience Questionnaire (UEQ), and A/B Testing. In the Lean UX method stage, this research conducted two iterations because the evaluation results from the first iteration indicated that the benchmark scores were good, but there were still criticisms and suggestions obtained from the distributed questionnaire. Users expressed discomfort with certain aspects such as inconsistent color adjustments and illustrations. Therefore, a second iteration was conducted to improve and update the design based on the feedback received. In the UEQ testing stage, this research involved 32 respondents, with 94% of the same respondents participating in both the first and second iterations. The remaining 4% of respondents were different due to non-participation in filling out the UEQ questionnaire in the second iteration. The evaluation results, compared across the six UEQ scales, showed significant changes and improvements. This indicates that the second iteration, tested through A/B Testing, had substantial improvements, and the respondents preferred the design of the second iteration.*

**Keyword:** *Lean UX, landing page, User Experience Questionnair, A/B testing, website, UI/UX.*