

PERANCANGAN ANTARMUKA *COMPANY PROFILE SOFTWARE HOUSE* DENGAN MENGGUNAKAN METODE *LEAN UX* (STUDI KASUS CODINGGO ID)

COMPANY PROFILE SOFTWARE HOUSE INTERFACE DESIGN USING LEAN UX METHOD (CASE STUDY CODINGGO ID)

Pembimbing (1 Orang).

Mukhamad Angga Gumilang
Study Program of Informatics Engineering
Majoring in Information Technology
Program Studi Teknik Informatika
Jurusan Teknologi Informasi

ABSTRACT

Codinggo ID is a company engaged in the field of software house and is sheltered by CV. Kreasi Karya Milenia. Codinggo ID has services in making software or commonly called a software house. Codinggo ID website interface design will use the Lean UX method which has 4 (four) stages, namely, declare assumptions, create an MVP, run an experiment, and feedback and research. In this research, 2 (two) iterations will be conducted by doing 2 (two) repetitions in the Lean UX method. Evaluation at the feedback and research stage is carried out using 3 (methods) namely UEQ, Google Analytics, and also A/B Testing.

Key Words : Codinggo ID, *Lean UX*, *A/B Testing*, *Google Analytics*