

ABSTRACT

Seeing the development of internet users in Indonesia is increasing rapidly. This is the basis for the emergence of applications that can make it easier for people to do their jobs. One of them does work in terms of finding boarders, especially in the student segment. Phenomena found, information offered is not complete and there is no service to help move things. This study aims to determine the profile of consumers which includes perceptions and expectations for the customer application boarding segment, namely students, so that it can be a reference for creating value propositions relevant to boarding applications. The study used a descriptive qualitative approach. Data collection techniques used, including interviews, observation, and documentation. In this study implemented a customer profile design consisting of three parts, namely customer jobs, customer pains, and customer gains in Value Proposition Design taken from Alexander Osterwalder and Yves Pigneur. In this study, consumers' perceptions and expectations of the application of the boarding house were generated, including requiring complete information, numerous boarding references, chat, booking and forum chat features, and freight forwarding services.

Keywords : *Value Proposition Design, Customer Profile*