

## **ABSTRACT**

*Graphic Visual or abbreviated as GRAVIS is a Digital Business Start-up that is engaged in the creative industry, the digital era in Indonesia has a significant influence on producers and consumers. As a Start-Up Start-Up, GRAVIS Start-ups require User Interface (UI) and User Experience (UX) design as the basis for building the platform. A strategy is needed in designing UI/UX so that it runs effectively and efficiently. So the problem faced is how to effectively and efficiently design the UI/UX of the Gravis Start-up website for freelancer and client. The solution that I offer to solve the above problems is to analyze and design the User Interface / User Experience using the Lean UX Start-up method. This method has the advantage of "faster, smarter UX, research and learning". The stages of Lean UX Start-up in this research are (1) Declaration Assumption, (2) Create MVP, (3) Run an Experiment, (4) Feedback and Research. The results of the First Phase Test using the Usability Score System, the results obtained from freelancer respondents are 72 points and business actors are 87 points with the accumulation of all respondents as much as 79 points, these results are obtained from combining 2 respondent roles. The results of the Second Phase Test using the Usability Score System, the results obtained from freelancer respondents are 72 points and business actors are 88 points with the accumulation of all respondents as much as 80 points, these results are obtained from combining 2 respondent roles. While the results of Retrospective Think Aloud found several revised inputs to increase the SUS score.*

**Keywords — User Interface/User Experience, Start-up, Lean Start-Up, e-Marketplace, Usability Testing**