

DAFTAR ISI

ABSTRAK	i
<i>ABSTRACT</i>	ii
LEMBAR PENGESAHAN	iii
LEMBAR PERNYATAAN ORISINALITAS	iv
Kata Pengantar	v
DAFTAR ISI.....	vi
DAFTAR GAMBAR	x
BAB I PENDAHULUAN	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah	4
I.3 Tujuan Penelitian	4
I.4 Batasan Penelitian	5
I.5 Manfaat Penelitian	5
I.6 Sistematika Penulisan	5
BAB II TINJAUAN PUSTAKA	7
II.1 Start-up	7
II.2 Lean Canvas.....	8
II.3 User Experience.....	12
II.3.1 Positive Experience.....	13
II.3.2 User Behavioral Pattern	14
II.3.3 Proses User Experience.....	16
II.3.4 Komponen User Experience	19
II.4 User Interface.....	21
II.4.1 Konsep Desain	22
II.4.2 Human Interface Guideline	23

II.4.3 Komponen User Interface	24
II.4.4 Prinsip User Interface.....	25
II.5 Mental Model.....	26
II.6 Lean UX.....	29
II.7 Usability Test.....	32
II.7.1 System Usability Scale (SUS)	33
II.8 Retrospective Think Aloud.....	34
II.9 State of The Art	35
BAB III METODOLOGI PENELITIAN	40
III.1 Model Konseptual	40
III.2 Sistematika Penyelesaian Masalah	41
III.2.1 Fase Pertama	43
III.2.1 Fase Kedua.....	44
III.3 Pengumpulan Data	45
III.4 Metode Evaluasi	45
BAB IV ANALISIS DAN PERANCANGAN	47
IV.1 Analisis	47
IV.1.1 Analisis Problem Statement.....	47
IV.1.2 Analisis Bisnis Model.....	48
IV.2 Perancangan	50
IV.2.1 Declare Assumption	50
IV.2.2 Kebutuhan User	51
VI.2.3 Analisis GAP	53
IV.2.4 User Persona GRAVIS	55
IV.2.4 Perancangan Mental Model	56
IV.2.5 Perancangan Konteks Skenario	58

IV.2.6 Perancangan Low Fidelity Prototype	61
IV.2.7 Design System	71
BAB V IMPLEMENTASI DAN PENGUJIAN	75
V.1 Lean UX Fase Pertama	75
V.1.1 Declare Assumption.....	75
V.1.2 Create MVP	75
V.1.2.1 Implementasi UI/UX.....	75
V.1.3 Run an Experiment	91
V.1.3.1 Pengujian.....	91
V.1.3.2 System Usability Scale.....	93
V.1.3.3 Retrospective Think Aloud	94
V.1.3.4 Analisis Hasil Pengujian	95
V.1.3.4.1 Analisis Hasil Pengujian SUS	95
V.1.3.4.2 Analisis Hasil Pengujian RTA.....	96
V.1.4 Feedback and Research.....	97
V.2 Lean UX Fase Kedua.....	97
V.2.1 Declare Assumption.....	97
V.2.2 Create MVP	98
V.2.3 Run an Experiment	105
V.2.3.1 Pengujian.....	105
V.2.3.2 Analisis Hasil Pengujian	106
V.2.3.2.1 Analisis Hasil Pengujian SUS	106
V.2.3.2.2 Analisis Hasil Pengujian RTA.....	107
V.2.4 Feedback and Research.....	108
BAB VI KESIMPULAN DAN SARAN	109
DAFTAR PUSTAKA	112

LAMPIRAN.....	115
---------------	-----