

ABSTRACT

The iGamerWorld website is an e-commerce platform designed to sell computer products and gaming accessories. However, its interface and user experience were previously less optimal, resulting in decreased comfort and efficiency during usage. This study aims to redesign the UI/UX of the iGamerWorld website using the Lean UX approach, which emphasizes fast iterations based on assumptions and direct validation from users. The stages carried out include declare assumption, create MVP (Minimum Viable Product), run an experiment, and feedback and research using the User Experience Questionnaire (UEQ) and Guerrilla Usability Testing methods. Based on the UEQ results after the design iterations, there was a significant increase across all dimensions: attractiveness (1.35), perspicuity (1.53), efficiency (1.27), dependability (1.22), stimulation (1.32), and novelty (0.98), which initially were in the "bad" category and improved to "above average". These results indicate that the Lean UX approach successfully enhances user experience quality both functionally and emotionally. Therefore, this study is expected to serve as a reference in UI/UX development for technology-based e-commerce platform

Keywords: *iGamerWorld, Lean UX, E-commerce, User Experience Questionnaire, Guerrilla Usability Testing*