

APPLICATION OF THE LEAN USER EXPERIENCE METHOD IN THE COWORKING SPACE ROOM BOOKING MOBILE APPLICATION

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ABSTRACT

Rapid urbanization in Indonesia has created significant business opportunities, one of which is coworking space. However, despite its increasing popularity, coworking space booking applications still face several problems, especially in supporting the needs of employees and customers. This research aims to design and implement a new application with the main focus on user experience, using the Lean UX method. The Lean UX method is used to create applications that are more responsive to user needs. The test results with think-aloud using success rate showed a significant increase from 94% in the first iteration to 100% in the second iteration. Thus, the QSpace application is able to provide a better experience for users in ordering coworking space. It is hoped that this research will provide insight into the importance of focusing on user experience in developing mobile applications, as well as making a meaningful contribution to the development of the coworking space industry, especially in Indonesia.