

ABSTRACT
PLANNING UI/UX OF
EDHA CURTAIN SHOP APPLICATION
USING LEAN UX

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In the era of digitalization, the growth of purchases on e-commerce in Indonesia has increased. Indonesia ranks first in the use of e-commerce beating any other country in the world. Therefore, this is an opportunity for businesses to provide the best service to consumers and e-commerce users. The edha curtain store is located on Jln. K.H Wahid Hasyim No. 182 Edha Curtain shop has several problems in its operations. Based on these problems, the authors lowered the goal to be achieved by compiling this research, namely designing the ui/ux design of the Edha Gorden Store application using the lean UX method. The use of the lean UX method can make it easier for stores to improve store quality and develop a system that did not previously exist, and store service is expected to be better than before. The results of the USE survey with the average usability test of the customer survey have a usability score of 75% and are put into the proper category.

Keywords : User Interface, E-Commerce, Lean UX and User Experience