

## ***ABSTRACT***

**Muh Rifadh Mardiansya** “APPLICATION OF *LEAN UX* METHODS IN *E-COMMERCE GAMES* APPLICATION DESIGN”. **Pembimbing (1) Ariq Cahya Wardhana, S.Kom., M.Kom. Pembimbing (2) Hari Widi Utomo, S.Pd., M.Ed.**

In today's digital era, *games* are not just entertainment or free time fillers, but a few people use this momentum to become experts in their fields. With the high number of demand needed by *gamers* and *game* business people, it is necessary to create an *E-Commerce* application that can meet the demands of *gamers* and *game* business people which is expected to make it easier to carry out the process of *gamers* top up transactions. In building an *E-Commerce* application, one of the things that is a concern is the ease of using the application. A good application, does not necessarily implement a user interface and user experience that is in accordance with the standards. user experience assesses how satisfied and comfortable a person is with a product, system, and service. User experience covers all aspects of user interaction with the company, its services, and products. The method used in this study is *Lean UX* which has four phase cycles, declare assumptions, create an mvp, run an experiment, and feedback and research. Researchers conducted literature studies, observations, interviews, and usability testing with user experience questionnaire (UEQ). UEQ provides a quick assessment of the interactive user experience. The questionnaire scale from UEQ is designed to be able to handle impressions of a comprehensive user experience. Researchers designed prototypes and tested *E-Commerce games* applications based on the stages of the *Lean UX* method, then obtained improvements and improvements from usability testing resulting in an average benchmark value of 1.21, so that the graph from the UEQ benchmark results showed results that could be concluded that the design of the *E-Commerce games* application that was built was quite good and could be used properly.

**Kata Kunci :** *Lean UX, UEQ, User Experience and E-Commerce.*