

## **ABSTRACT**

### **DESIGN UI/UX DESIGN WEDDING ORGANIZER ORDER USING LEAN UX METHOD (CASE STUDY TAMARAWEDDING.ID)**

**Oleh**

**Nur Hasanah**

**18102027**

*Tamarawedding.id is a business engaged in reception, fashion and make-up services that was established in 2015, Tamarawedding.id services provide decorations, clothing, make-up and also wedding packages. The problem that occurs at Tamarawedding.id is the difficulty in getting a lot of orders and questions about the available wedding packages because the promotional media is only through Instagram. Based on the existing problems, the author provides a solution for designing the UI/UX for ordering wedding organizers using the Lean UX method. The Lean UX method has four cycle stages, namely Declaration Assumptions, Create MVP, Run an Experiment and Feedback and Research. The number of samples obtained in this study were 70 respondents of the Declaration of Assumption which resulted in the package being the highest priority with an index value of 97% and 62 respondents of Feedback and Research producing four Above Average and two Good which can be concluded that the application built is quite good. From the results of the prototype, it can then be used for implementation on the Tamarawedding.id website.*

**Keywords:** *Lean UX, Prototype, Wedding Organizer.*