

## **ABSTRACT**

### **COMBINING DESIGN THINKING MICRO CYCLE WITH LEAN UX FOR UI / UX INCREMENTAL DEVELOPMENT**

#### **STUDY CASE: MINJEMIN STARTUP MOBILE APP**

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It is undeniable that the Internet becomes an integral part of our society in this century, both in the world and Indonesia. The Internet started as nothing more but an experiment done by a student at a University to connect that University to the other University. Little did they know, however, that they will start a new era, a new age, an age where everything is connected, and people from around the world can communicate almost instantly. Devices such as PCs or Laptop are used throughout the year to compute an insane rate of data that human mind struggles to do quickly, later on, this device will be used for so much more than that, and one of the things that it can do is to access the Internet. Internet and PCs become almost something that cannot be separated after its introduction; one will always expect that a PC be connected to the Internet and will be thought of as an incomplete PC if that is not the case. That is just how integrated the Internet was to society in the 20<sup>th</sup> century.

Throughout its discovery, the Internet is still thought of as nothing more than a connection to be used for people to talk and communicate with each other; they still see it as another derivative from phone line or Morse code, another way

to communicate faster and more efficiently. Throughout the year, however, people are starting to understand just how powerful Internet is, they see that Internet can be used for machine to machine communication, they see that it can be used to upload file to the server to be stored indefinitely, it can be used to send complex information at a staggering pace, and most importantly it can facilitate trade over a long distance, past the boundary and can be used to facilitate trade over a different nation, a different continent even. Communication can be done in an instant, which is a very revolutionary technology at the time, and still is.

In this study, the author will be part of a member of a start-up company called Minjemin. This company deals in an item rental platform in which it will be used to facilitate the essential act of connecting the vendor to its renter, which is an underused concept that also contributes to the rampant consumerism in Indonesia. The study focuses mainly on the UI and UX design part of the Software, which will mainly focus on the mobile device. This study will also touch on the business aspect of the Minjemin, albeit lightly. This study also discusses the competitor of Minjemin and discuss the UI UX element of the competitor, educated guess on their decision in choosing so, and dissecting the pros and cons while also considering the pros in UI UX design of Minjemin while removing the cons to not fall into the same hole as they do.

What this paper is not, however, is the technical aspect of the application that Minjemin Startup created, it also does not talk about the framework that is used during its creation, the technical aspect, challenge, and limitation, or about the error or documentation regarding the backend process. It does, however, talk about the use case of the application, what the user can and cannot do, and what will happen when such a decision is made. The technical aspect of the apps are handled by the other member of the Minjemin team and are interconnected with this paper.

Keywords: rent loan goods, Software, User Interface, User Experience, front-end, incremental incremental.