

Pengaruh Penggabungan Metode Design Thinking dengan Lean Startup dalam Membangun Website “Kerjayuk” Platform Pencarian Pekerjaan untuk Mahasiswa Universitas Telkom

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Abstract

In this research, a web-based, online platform for finding a job application will be built using the Design Thinking method combined with the Lean Startup method. Lean Startup and Design Thinking have the same objective, which is balancing the views of what is feasible for the user and what’s user needs. Although both of the methods have the same objective, Design Thinking has a flaw in building business ideas, which is the result of the product may be uninteresting. It also has a flaw in the implementation phase. In the execution phase, there are some implementation challenges and limited efficiency because a lot of ideas and concepts from Design Thinking are done in a Traditional Implementation way. Meanwhile the objective of Lean Startup is finding the right product that fulfils the user’s need using the Minimum Viable Product or MVP. It can be said that Design Thinking provides the roadmap to the creative solution and focuses on the human side while the Lean Startup provides the framework to validate and measure the life cycle of the product. The combination of Design Thinking and Lean Startup methods is easy to use, can meet user needs so as to minimize the risk of product failure before the product is launched, and can also speed up the product release process.

Keywords: *Website, Kerja yuk, Design Thinking, Lean Startup.*
