

ABSTRACT

The New Product Development (NPD) process is an activity carried out by companies when developing and launching new products. A new product introduced in the market develops through a series of stages, starting with an initial product concept or idea that is evaluated, developed, tested, and launched in the market. New Product Development (NPD) is an important part of the business world. New products can provide and provide opportunities for companies to develop and provide competitive advantages for companies. With the addition of new product it will be a challenge to be able to introduce new products faster with the best quality. Therefore, it is necessary to evaluate the New Product Development (NPD) Process Canvas application where this application serves to assist companies in developing their products. This research evaluates the New Product Development (NPD) Process Canvas Platform application using the honeycomb method which consists of aspects of accessible, credible, desirable, findable, usable, useful, and valuable. Based on the evaluation results of the NPD Process Canvas application using UX Honeycomb, a percentage value of 77,90% was obtained, so that the NPD Process Canvas application was considered feasible by user. Several recommendations of additional features and improvements in the form of mockup were also made as reference for future improvement.

Keywords — NDP, Honeycomb, UX