

ABSTRACT

The complaints management system at Dr. Hasan Sadikin Hospital has not been optimally utilized, although a helpdesk system is available. Many users still submit complaints manually, which results in delays in handling and lack of documentation. This issue is important because delays in responding to complaints affect the quality of public services and patient satisfaction. This research aims to redesign the helpdesk system interface using a Lean UX approach iteratively through four MVP stages. Testing was conducted at each iteration using system demonstrations and questionnaires, comparing two tools, namely OutSystems and Figma. OutSystems was used to design a functional version with a low-code approach, while Figma was used to design a visual prototype with high flexibility. The test results show that the Lean UX approach is able to speed up the design process and produce a system that is more in line with user needs. A/B Testing shows that Figma's design is more visually favorable, while OutSystems is superior in terms of system interactivity. This research contributes in the form of a rapid iteration-based interface design approach model suitable for digital public services.

Keywords: *Lean UX, A/B testing, helpdesk system, UI/UX, low code, Figma.*