ABSTRACT

The development of digital technology has driven the transformation of business processes, but the success of applications is often hampered by a mismatch between the business model and user needs. This study aims to analyse and validate the suitability of the business model in the development of the Empowr web application, an outsourcing platform with an "Auction Marketplace" business model. This study tests the alignment of the business model with user needs through an analysis of three key components of the business model: Lean Canvas, User Requirements Specification (URS), and Business Process (BPMN) that have been validated. This testing employs the Lean Startup approach, which involves formulating initial assumptions, developing a Minimum Viable Product (MVP) using the OutSystems platform, and conducting qualitative testing through three iteration cycles with users. The research findings indicate that the designed business model, after adjustments based on user feedback, exhibits strong alignment with user needs. All components, from the elements on the Lean Canvas, 58 user requirement specifications, to the five main business process flows, were successfully validated. Thus, this research produced a tested and aligned business model design that can serve as a strong foundation for the development of the next phase of the Empowr web application.

***Keywords**: business model, lean startup, user requirements, business process, Lean Canvas, Minimum Viable Product (MVP)*