

DAFTAR ISI

LEMBAR PENGESAHAN	ERROR! BOOKMARK NOT DEFINED.
LEMBAR PERNYATAAN ORISINALITAS	ERROR! BOOKMARK NOT DEFINED.
ABSTRAK	IV
ABSTRACT	V
KATA PENGANTAR.....	VI
DAFTAR ISI.....	VIII
DAFTAR GAMBAR.....	XI
DAFTAR TABEL	XIII
DAFTAR LAMPIRAN	XIV
BAB I PENDAHULUAN.....	1
I.1 LATAR BELAKANG	1
I.2 RUMUSAN MASALAH.....	3
I.3 TUJUAN PENELITIAN	3
I.4 RUANG LINGKUP PENELITIAN	4
I.5 MANFAAT PENELITIAN	4
I.6 SISTEMATIKA LAPORAN.....	4
BAB II LANDASAN TEORI	6
II.1 FRANCHISE.....	6
II.2 STARTUP.....	7
II.2.1 <i>Lean Canvas</i>	7
II.1.2.2 <i>Cash Flow</i>	7
II.3 USER EXPERIENCE.....	8
II.3.1 <i>User Persona</i>	8
II.3.2 <i>Usability Testing</i>	8
II.1.4 MARKETING CHANNEL	8
II.1.5 UNIFIED MODELLING LANGUAGE DIAGRAM	8
II.6 TEKNIK PENGUMPULAN DATA.....	9
II.7 TOOLS MANAJEMEN PRODUK.....	9
II.7.1 <i>Trello versi 2.10.13</i>	9

II.8 TOOLS PEMODELAN	10
<i>II.8.1 Draw.io</i>.....	10
II.9 TOOLS PERANCANGAN	10
<i>II.9.1 Figma</i>	10
II.10 METODE PENGEMBANGAN.....	11
<i>II.10.1 Five Planes</i>	11
<i>II.10.2 Alasan Memilih Metode</i>.....	12
II.11 PENELITIAN SEBELUMNYA.....	13
BAB III METODOLOGI PENELITIAN	15
III.1 KONSEPTUAL MODEL	15
III.2 SISTEMATIKA PENELITIAN	16
BAB IV ANALISIS DAN PERANCANGAN	19
IV.1 ANALISA BISNIS	19
<i>IV.1.1 Problem</i>.....	19
<i>IV.1.2 Customer Segment</i>	19
<i>IV.1.3 Unfair Advantage</i>.....	20
<i>IV.1.4 Unique Value Proposition</i>	20
<i>IV.1.5 Solution</i>.....	20
<i>IV.1.6 Cost Structure</i>	20
<i>IV.1.7 Revenue Stream</i>	20
<i>IV.1.8 Channels</i>	21
<i>IV.1.9 Key Metrics</i>.....	21
IV.2 ANALISA KOMPETITOR.....	21
IV.3 ANALISA KELAYAKAN BISNIS.....	24
IV.4 ANALISA PENGEMBANGAN PROTOTIPE	29
<i>IV.4.1 Strategy Plane</i>.....	29
<i>IV.4.2 Scope Plane</i>	31
<i>IV.4.3 Structure Plane</i>	32
<i>IV.4.4 Skeleton Plane</i>	45
BAB V IMPLEMENTASI DAN PENGUJIAN.....	55
V.1 IMPLEMENTASI BISNIS.....	55
<i>V.1.1 Perencanaan Pengembangan Produk</i>	55
V.2 IMPLEMENTASI PERANCANGAN PRODUK	57
<i>V.2.1 Surface Plane</i>	57
V.3 PENGUJIAN	67

<i>V.3.1 Usability Testing</i>	67
BAB VI KESIMPULAN DAN SARAN	75
VI.1 KESIMPULAN	75
VI.2 SARAN	75
DAFTAR PUSTAKA.....	76
LAMPIRAN.....	78