

DAFTAR TABEL

Tabel 2.1	Penelitian Terdahulu.....	42
Tabel 3.1	Karakteristik Penelitian.....	65
Tabel 3.2	Operasional Variabel.....	66
Tabel 4.1	Journey Mapping (External) – User A.....	83
Tabel 4.2	Journey Mapping (External) – User B.....	86
Tabel 4.3	Journey Mapping (External) – User C.....	89
Tabel 4.4	Journey Mapping (External) – User D.....	91
Tabel 4.5	Journey Mapping (External) – User E.....	93
Tabel 4.6	Journey Mapping (External) – Summary.....	95
Tabel 4.7	Prioritas Masalah Matrix 2x2 Dampak Terhadap Resiko.....	99
Tabel 4.8	Emphaty Mapping (Internal)	100
Tabel 4.9	Jobs To Be Done.....	104
Tabel 4.10	Point of View External Eksternal User	105
Tabel 4.11	Matrix Prioritas Ideasi Dampak vs Resiko.....	119
Tabel 4.12	Hasil Uji Coba Hipotesis Desirability.....	128