

ABSTRACT

This research aims to develop a Minimum Viable Product (MVP) for an outsourcing application using the Lean UX methodology and the *low-code* platform OutSystems. The study is driven by the need for resource efficiency among academics and students, as well as the high failure rate of startups due to poor understanding of user needs. Lean UX was chosen for its ability to support rapid, iterative, and feedback-driven design processes. The MVP was developed through three iterations, each involving prototyping, usability testing, and refinement based on qualitative analysis. The testing results showed significant improvements in usability and user experience across iterations. The OutSystems platform proved effective in enabling fast and functional MVP development. The study concludes that combining Lean UX with *low-code* development can accelerate design validation and continuously improve digital product quality.

Keywords: Lean UX, Minimum Viable Product (MVP), *low-code*, Outsystems, outsourcing application