

Conceptual Design TanyaAja Startups Connect with Experts Instantly Using the Sprint Method

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Abstract. Conceptual Design of TanyaAja Startup to Instantly Connect with Experts Using Sprint Method discusses an innovative concept that can help individuals connect with experts in various fields easily and quickly through mobile applications. This concept is based on the application of the Sprint method in prototyping the TanyaAja application, which includes the stages of understanding, determining focus, generating ideas, prototyping, and validating. This article also presents the results of research on the TanyaAja application using the Sprint method, with this design an application is expected to be created with the aim of finding accurate and reliable information easily and quickly through online consultation with experts.

1. INTRODUCTION

In the era of digital transformation, the way individuals seek knowledge, guidance and inspiration has evolved significantly [1][2]. The emergence of technology has empowered individuals to connect with experts and celebrities from various fields, fostering a personalized and convenient learning experience [3][4]. Many mobile application-based services are used to change conventional service business processes into digital business processes that are more easily accessible and provide services quickly [5][6].

Everyone uses social media as a means of exchanging information [7]. However, finding accurate and reliable information is also difficult [8][9]. As more and more false information is circulating, hoax news is rampant and it is difficult for ordinary people to differentiate [10][11]. TanyaAja unique approach of connecting users with experts in their fields has enormous potential to enhance knowledge acquisition, skill development, and personal empowerment [12][6]. However, despite the growing popularity of such platforms, there is little research examining their effectiveness and impact on users [13] [14]. This research aims to provide a new business concept to connect someone with experts personally.

2. METHOD

The design sprint method is known as a fast problem solving method. This method is a bridge in designing application interface designs with stages of data collection, finding user problems and needs, and finding the best solutions that can be provided to users. The stages in the design sprint method that will be passed in designing a product, the first stage is understand, this stage focuses on the process of understanding the problem in depth, by making observations to obtain information. Next, the second stage is diverge (ideas), this stage focuses on the evaluation process in the first stage, namely brainstorming to produce ideas that will be developed [15]. The next stage, the decide stage, is to focus on ideas that will be used as guidelines in the next stage. After that, we enter the fourth stage, namely prototype, which is trying to realize the simple sketch that was made in the previous stage [16]. Making this prototype will combine the selected components to create a series of good and easy flows. Next, the final stage is validate, the focus of this stage is to review a design to see whether it is in accordance with the initial design idea.

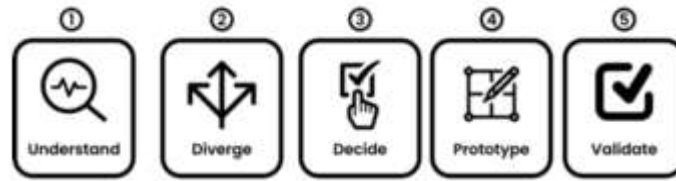


Figure 1. Design Sprint Method

3. RESULTS AND DISCUSSION

Results

Designing and testing the TanyaAja Application using the Design Sprint method at each stage of the method obtained the following results:

Understanding

At this initial stage, observations of chat/video trends on Google are carried out, the interest trend tends to increase, indicating the large opportunity to create and develop it as a startup.

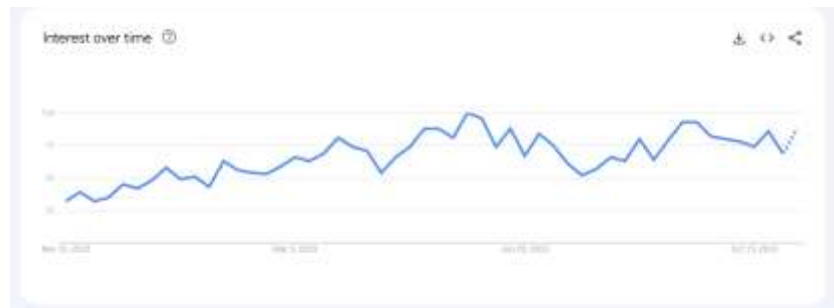


Figure 2. Google Trend Chat/Video

Developing (Diverge)

At the development stage, ideas for application designs are obtained which will be grouped into 5 sticky notes to make the application development process easier.

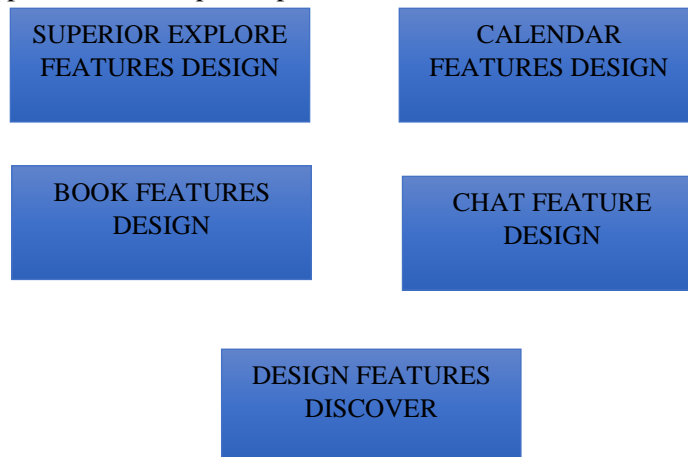


Figure 3. TanyaAja Feature Design

Decide

After completing grouping all the application design ideas and sketches, the next stage is to apply the application ideas and sketches into a use case design using StarUML tools.

Usecase Diagram

Use Case Diagram is the behavior of the system to be built. Use Case Diagram describes the interaction between one or more actors and the system to be built. The following is a Use Case Diagram of the system that will be built in this research [11].

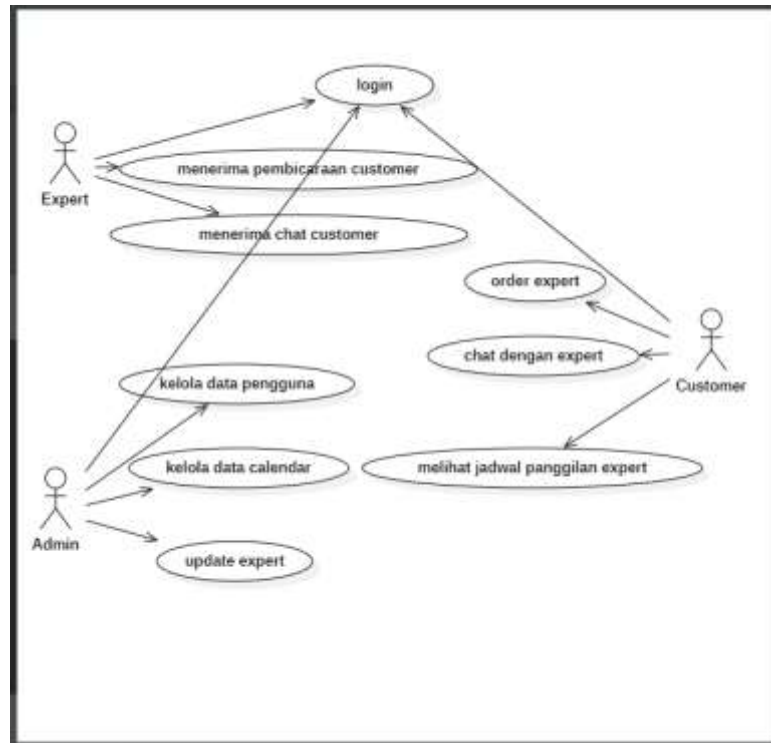


Figure 4. Application Usecase Diagram

Creating a Prototype (Prototype)

The design of this application prototype is made according to user needs with an application design that can describe solutions to problems so that this prototype can be used and can be a picture of an application that will be used well by users in the future.

Discussion

Featured Explore Form

The login form display functions to explore the superiors or experts, where users can see various experts and can select experts to ask about anything the user needs. This featured explore page can be seen in figure 4.



Figure 5. Featured Explore form page

Calendar Page

This calendar page displays where users can see call details from experts starting from the call duration, and users can also add experts to the call schedule. The appearance of the Admin Main Page that is designed is as follows:.



Figure 6. Calendar page

Book Data Page

This display will display detailed book data containing the expert's name, and the expert's complete profile and users can make calls directly or can also chat via the message feature.



Figure 7. Book page

Chat Features Page

The display of this page shows the user's chat history with experts starting from the first time the user chats with the expert to the latest. Here's what the page looks like:



Figure 8. Chat Features Page

Discover view

The display on the discover data page is a page where users can find experts along with details and prices to ask questions. Here's what it looks like:



Figure 9. Discover display

Validate/testing

The final stage is testing and assessing the application that has been created. This is done by utilizing the present feature in the Figma web application so that an evaluation of the performance of the design that has been created can be carried out. The trial was carried out on 20 users. After testing the application prototype that has been created, 20 users will fill out a form to assess comfort and convenience when running the application prototype.

Table 1. Data From Trial Results

Aspect	Criteria	
	Good	Not enough
Feature	15	5
Convenience	14	6
Appearance	12	8

4. CONCLUSION

The conclusion in this research is that this concept design is useful in helping customers to find the experts they need and making it easier for customers to communicate to carry out online consultations. The application display design is simple and easy for users to understand. This application display can be opened via all types of devices, making it easier for users to carry out online consultations.

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