



TABLE OF CONTENTS

APPROVAL SHEET	i
STATEMENT	ii
ABSTRACT	iii
TABLE OF CONTENTS	vii
LIST OF TABLE	x
LIST OF FIGURE	xi
LIST OF APPENDIX	xiii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Biiyon Platform	7
1.3 Problem Statement	9
1.4 Research Objective	10
1.5 Research Aims	10
1.6 Research Framework	11
1.7 Systematic of Writing	13
CHAPTER II LITERATURE REVIEW	14
2.1 SMME Loyalty Program	14
2.2 Definition of Startup	17
2.3 Definition of Platform	17
2.4 Definition of Mobile Application	18
2.5 Mobile Application Development.....	18
2.5.1 Usability Evaluation Method	19
2.5.2 System Usability Scale	21
2.6 Business Planning	22
2.7 Definition of Business Model	23
2.8 Business Model Canvas	23



2.8.1 Customer Segment	25
2.8.2 Customer Relationship	26
2.8.3 Value Proposition	27
2.8.4 Channel	31
2.8.5 Revenue Stream.....	32
2.8.6 Key Activities.....	33
2.8.7 Key Partnership.....	34
2.8.8 Key Resources	35
2.8.9 Cost structure	36
2.9 Business Model Pattern	37
2.10 Empathy Map	38
CHAPTER III RESEARCH METHODS	41
3.1 Research Design	41
3.2 Data Collection Method	42
3.2.1 Interview	43
3.2.2 Questionnaire	43
3.2.3 Usability Testing	44
3.3 Research Instrument	44
3.4 Data Analysis Method	47
3.4.1 Quantitative Data Analysis	47
3.4.2 Qualitative Data Analysis	48
CHAPTER IV RESULT AND DISCUSSION	49
4.1 Description of Data Analysis	49
4.1.1 Description of Data Hardware	49
4.1.2 Description of Data Software	49
4.1.3 Operational Procedures of Biiyon	49
4.1.3.1 Tasks on Usability Testing	50



4.1.3.2	How to Use Biiyon Application	55
4.2	Analysis of Biiyon Application	57
4.2.1	Empathy Map	58
4.2.2	Business Model Canvas	59
4.3	Evaluation of Biiyon Application Based on Questionnaire Result	63
CHAPTER V CONCLUSION AND IMPLICATION		75
5.1	Conclusion	75
5.2	Implication	77
5.2.1	Short Term Action Plan	77
5.2.2	Long Term Action Plan	80
5.3	Limitation of Research	81
5.4	Timeline of Biiyon Application	81
Bibliography		82