CHAPTER V

CONCLUSION

5.1. Project Conclusion

Watacrate as a skill training platform for an undergraduate student, successfully validated its core proposition as a potential solution to bridge specific skills gaps. Using lean startup methodology and the Project-Based Learning (PBL) approach, the iterative Build-Measure-Learn process proved a significant user need for a platform that not only enhances its knowledge but also helps students build a portfolio and boost their confidence. This validation is supported by two key findings:

1. The pilot program "Watacrate Createsprint Academy" received a positive response from participants, expressing interest in participating. Post program evaluation revealed that participants achieved an average score on teamwork and 4.00 on basic computer skills, both categorised as "Well Mastered".
2. Website prototype also gained positive feedback from users, as shown by a positive evaluation across five of the six User Experience Questionnaire (UEQ) scales. Specifically, the 'Efficiency' and 'Stimulation' receive a "Very Good" rating in the benchmark analysis, with an average score of 1.84 and 1.56, respectively, demonstrating the platform's funcionality and engaging design.

Based on the analysis, the strategic decision to **Preserve** with the existing learning program and website is justified. By optimising the aspects of novelty and curriculum depth, it shows that Watacrate has a strong foundation to become a competitive and relevant player amidst the rapidly growing trend of educational technology. Overall, Watacrate has proven to be a viable entrepreneurial model that not only has potential in terms of business but also inherently addresses fundamental problems in the career readiness of the younger generation through its Project-Based Learning approach.

Based on the decision to ‘Preserve’, Watacrate as a platform will continue its iterative testing and development process. Initial user feedback and qualitative insights from the landing page prototype, which were collected from 8 active students, have already guided a significant redesign of the platform's core interface. Furthermore, the learning materials for the "Watacrate Createsprint Academy" will be re-evaluated and will be redesigned to deepen the curriculum. The platform will also be improved to ensure that the learning program provides tangible and guaranteed outputs, such as a concrete project portfolio, to boost student confidence and career readiness. This commitment to continuous improvement ensures Watacrate remains a dynamic and effective solution for developing students' employability skills.

5.2. Implications of the Project

5.2.1. Practical Implication

The project has produced a proven blueprint for the employability skills development platform with a project-based Based Learning (PBL) approach that can be implemented immediately. Watacrate offers a real-world solution for students to proactively build a project portfolio and hone crucial employability skills (such as problem solving, communication, and teamwork), despite the limitations of a formal curriculum. For the industry, the project demonstrates a new talent pool that has proven its capabilities through applied projects. For education policymakers, Watacrate can be a model for innovative partnerships to increase the relevance of higher education to the needs of the labour market.

Specifically, Watacrate as a platform has its functions as a valuable tool for enhancing both hard and soft skills within an entrepreneurship course. Students can implement creative problem-solving skills to have the ability to solve problems and use it as a portfolio to apply internship or development program. This hands-on approach directly trains hard skills (e.g., data analysis, basic computer skills) and vital soft skills (such as problem-solving, communication, and teamwork).

5.2.2. Theoretical Implication

This project contributes to the literature on entrepreneurship and educational technology. First, this research serves as a case study of the implementation of the Lean Startup methodology in the context of Education Technology in Indonesia, demonstrating how the Build-Measure-Learn cycle can be effectively used to validate educational products from the idea stage to the prototype stage. This project reinforces the effectiveness of integrating Project-Based Learning (PBL) with a Creative Problem Solving (CPS) framework as a pedagogical method for developing employability skills essential for career readiness. Additionally, the analysis using the User Experience Questionnaire (UEQ) offers empirical data on the factors that influence a user's acceptance of such a learning platform.