Abstract

Draw learning in early childhood is an important lesson. Drawing activity is full of stimulation of the process of growth and development of children which could help to train the fine motor skills, creativity, imagination, concentration, memory, patience, thoroughness, and growing interest in learning. We have had a lot of media that can be used to perform learning, among other interactive learning applications. Referring to the observations and interviews that have been conducted shows that the experience given by media interactive learning applications that exist today are very diverse and have not been able to represent the model of learning and characteristics of early childhood (4-6 years). Based on the results of research and implementation, Hierarchical Task Analysis method generates a list of tasks that must be done and required in designing an User Experience. Then by using the Heuristic Evaluation, Usability of User Experience models are made has fulfilled a very good level of understanding (above 80%) which is an average of each category persona high 98%, mid 97% and low 89%, and also by using this method User Experience models that has been created can be enhanced, so as to produce a better model and can be a guide or a foundation in designing an user interface.

Keyword *: User Experience, User Interface, Drawing, Early Childhood Education, Hierarchical Task Analysis, Heuristic Evaluation.*