

ABSTRACT

In order to enhance the efficiency of student presence activity, various technological innovations for both *software* and hardware are increasingly being developed. Starting from the *web*-based administration system, usage of smart devices such as RFID technology or fingerprint system. However, the various solutions offered are often diverge from main benefits to be achieved, for example, the complexity of the operation and system interaction, resulting in decreased motivation for system usage, so the presence activity was done manually. Implementation of this final project was done with continued research on interaction design of smart presence system development for the teaching staff, which is a lecturer in the scenario of student presence activities. The Development focused on interaction design of user interface (UI) using goal-directed design (GDD) and user experience elements approach to obtain a prototype smart presence that has the value of usability and user experience are either based on the results of a qualitative evaluation and quantitative presence on the activities of students by lecturers who have the characteristics and preferences of different presence activities.

Keywords: Student Presence System, User Experience, User Interface, Bluetooth Smart Presence System, Goal Directed Desing, *UX element*