

Abstract

E-catalog is a marketing media that aims to make it easier for consumers to get information about a product, including the type of product, the shape of the product to the price of the product. One of the official Honda Motor dealers in Indonesia has an e-catalog application, the Honda E-Catalog. This application still has problems on the user interface, making it difficult for consumers to get the information they need. This is indicated by the low Usability Testing results which is 45% of the application user interface using the USE Questionnaire. This percentage is included in the category of "Poor" which means this application is still not useful for consumers in finding information on spare parts. That is because the image of the spare part that is displayed is not clear and makes it difficult for users to imagine the original form of the spare part. The low percentage results also indicate that this application is still difficult to use, difficult to learn and unsatisfactory for consumers. Based on these problems a redesign of the Honda E-Catalog application user interface is needed in order to assist consumers in obtaining the required spare part information. Appropriate technology for visualizing spare part images in more detail is Augmented Reality (AR). The Goal Directed Design (GDD) method is used to build application user interfaces because this method focuses on achieving the goals of the user and also PT. Bintang Motor. The results of this study are prototypes that have been tested and the usability value increased to 84%. Then the application of AR using the GDD method makes the usability of the user interface of the Honda E-Catalog application better than the test results on existing applications.

Keywords: *E-catalog, Goal-Directed Design, USE Questionnaire, Augmented Reality, User Interface, Usability Testing.*