

ABSTRACT

Communication between the teacher and parents is essential, especially in grades 1 to 3 of elementary school (SD) because at that level, children are not able to receive and convey information properly. SD Cendekia Muda uses communication books and Whatsapp as communication media. However, this media causes problems such as forgetting to check the communication book so that a lot of information is missed. The number of messages on Whatsapp causes the information to go deep, so you must scroll continuously to get information. From these problems, school officials and parents need communication media with good user experience in conveying and receiving information so that the communication process can run better. We use Goal-Directed Design (GDD) to design communication media because GDD can identify the different roles, characteristics, abilities, and needs of each stakeholder. Next, we tested The communication model using the USE Questionnaire, Maze Design and follow-up interviews. From the USE Questionnaire, the results are above 94% for each aspect. This result is obtained because the target user is delighted and helped by designed features such as information categorization, provision of announcement templates repeated reminders to check information and added features such as categorization of school announcements by date and month as well as daily learning summaries based on follow-up interviews due to changes. learning system due to the COVID-19 pandemic.

Keywords: Goal-Directed Design, Information, Communication Media, USE Questionnaire, Cendekia Muda Elementary School, User Experience.