

ABSTRACT

Development in information technology plays a key role in a fast-paced life, with information technology that makes work easier and faster. It could be said that information technology has had a positive effect on life in various sectors, such as could be applied to micro, small, and medium-sized enterprises or called MSME like cafes and restaurants to increase and make it easier on the sides of the business. Although MSME still has obstacles such as ineffective and inefficient at doing work that affect its business productivity such as record-keeping and payment of orders are still in the conventional system. According to the agreement, EatAja Mitra will be able to make it easier for customers to accept all orders from customers to pay through application only. The application must be easily used and should suit its user's needs, the design by Goal-Directed Design and evaluation of the user interface design with usability testing and System Usability Scale (SUS). With the evaluation, the score of the SUS 88.5 in excellent rating and got the B rating, it can be drawn to the conclusion that EatAja Mitra's user interface design reaches the number of uses for design solutions, has been appropriate to the user's need, and provides feedback that it can easily be used from the user's point of view.

Keywords— Micro, small and medium enterprise (MSME), goal-directed design, usability testing, system usability scale