

## **Abstract**

AVIS (Advertisement Information System) is an information system that handles data inventory billboards located in the district of West Bandung. AVIS as a website must have a user interface that allows users of its complete tasks effectively and efficiently. But there are some drawbacks of AVIS.

Based on the evaluation made by using a metric measuring usability can be seen that the aspects of effectiveness and efficiency of AVIS still be improved. Through the collection of profiles, user complaints and violations AVIS user interface to user interface design rules, to do the design of a prototype that has a value effectiveness and efficiency higher.

Once the prototype design was completed, a re-evaluation using the metric measuring usability was held, and produce a prototype that has a value of effectiveness and efficiency better.

**Keywords:** prototype, usability metrics, usability testing, user interface, website