

Perancangan dan Implementasi Antar Muka Aplikasi Mobile LegitCheck Berbasis Goal Direct Design

Silvy Dwi Ayu Puspita¹, Nungki Selviandro², Gia Septiana Wulandari³

^{1,2,3}Fakultas Informatika, Universitas Telkom, Bandung

¹silvytelkom@students.telkomuniversity.ac.id, ²nselviandro@telkomuniversity.ac.id,

³giaseptiana@telkomuniversity.ac.id

Abstract

In the era of electronic commerce, the increase of counterfeit products has become a serious problem. Based on this problem, the LegitCheck Application was designed as a solution to validate product authenticity by using the Goal Directed Design (GDD) method to design the LegitCheck user interface (UI), focusing on user *goals* and needs. The research objective is to apply and evaluate GDD in designing the LegitCheck UI. The selection of this title is based on the research focus on designing and implementing an application interface that can meet user *goals* and needs, by taking a GDD-based approach emphasizing the achievement of user *goals*. Activities involve literature review, interviews, persona creation, UI design, implementation, and *Usability testing* with Mission Usability Score (MIUS), Maze Usability Score (MAUS), and System Usability Scale (SUS). The results in the MAUS score test are 89 and the score obtained on SUS is 79, which is in the "GOOD" category with grade C, this shows that the application has met the minimum expected usability standards and user expectations in ease of use. Overall, this application has a high level of usability with an effective design in meeting user needs.

Keywords: LegitCheck, UI, Goal Directed Design (GDD), *Usability testing*, Mission Usability Score (MIUS), Maze Usability Score (MAUS), System Usability Scale (SUS).
