

## **Abstract**

*Interactive learning media is one of the technological innovations in the field of education [1] . In the modern era, interactive learning media continues to grow and give birth to the modern learning models. In the android play store, there are many applications that elevate the concept of numeracy introduction to early childhood. Based on a usability test conducted, still found some flaws in usability aspects. Those aspects including error handling, memorability, and low of efficiency. Those aspects are important part to create a good experience for the User. To enhance the usability aspects, it requires UX models for the introduction of learning numeracy. In step of UX modelling, authors analyze tasks using hierarcichal task analysis with existing applications, identifying the characteristics of early childhood using persona, conceptual and scenario modelling using early childhood education curriculum, and identifying usability aspects using QUIM Usability Aspects. UX model that generated is implemented in flash prototype on android smartphones. The prototype was created as a recommendations of user interface to the UX model that has been created.*

**Keywords :** *Interactive Learning Media, Usability Testing, User Experience, Hierarcichal Task Analysis, QUIM*