

Abstract

Mobile student Selection Application (SMB) Telkom is an application that makes it easy to prospective new students to obtain information relating to the selection of new students. This mobile application is managed by the SMB (Student Selection) Telkom University. However, in this application there are still some weaknesses that have not been able to meet all user (parents, students and the general public) Goal. The user interface is one of the problems that cause the user still difficulties while using this application. when the user interface should simplify the user in achieving its goals while using the application. This study uses a Goal Directed Design (GDD) to create a new user interface designed to support the user when use the SMB applications Telkom because Goal Directed Design focuses on the goals and needs of the user and translates it into a interface. Then it will be done using the Usability Testing comparisons between current design with the design using GDD method, so that it can be seen designs which are more easily used by the user to achieve his goal.

Keywords: SMB applications, interfaces, Goal Directed Design (GDD), Usability Testing, Comparison, design recommendation.