

## **Abstract**

**One of the causes of traffic accidents in Indonesia is due to the lack of public knowledge in traffic, so that introducing traffic signs from an early childhood is very important. The introduction of traffic signs itself has been applied to kindergarten education but with limited time. There are various applications that help in learning the introduction of traffic signs, especially interactive applications that use augmented reality, however, it still does not support the user experience in using these applications such as user interfaces or attractive and interactive designs, and adjusting the use of augmented reality features for early childhood.**

**This is a consideration in making the application user interface an introduction to traffic signs based on user experience for early childhood. The design method used is Child Centered Design (CCD). The CCD method is used in this study to determine the needs of early childhood. The user experience model that has been created is used as a reference for making user interface models. The user interface model was implemented as a prototype for the Android platform which was then tested using usability using the Quality in Use Integrated Measurement (QUIM) method. This study produce a user interface model for the introduction of traffic signs that match the characteristics of early childhood with augmented reality technology.**

**Keywords: early childhood, traffic signs, user interface, augmented reality, Child Centered Design, QUIM**

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