ABSTRACT

Survo.id is a web-based startup platform that is a forum for online surveys for researchers to get more respondents with a wide area coverage. The main target of startup survo.id at this time is to help students, especially Telkom University's students obtain and collect information in the form of surveys to be used as assignment materials, as well as validation of research data. However, because start-ups engaged in surveying are still not in demand, the author offers a solution to design a prototype interface on a web page that can provide usability functions to users. In designing a website, the role of the User Interface (UI) is an important factor so that users can feel comfortable and understand the workings of a web. By using the User Centered Design (UCD) method, this design will focus on the needs and convenience of the user or user. To get the appropriate usability function, it is necessary to apply the right elements and design principles. The design aspects applied to this design are visual aspects and user aspects. This design is expected to produce a website display that is in accordance with the needs and comfort of the user, both from the layout/composition, typography, and also the color combination.

Keywords : Startup, Web Prototype Design, User Interface (UI).