

ABSTRACT

Stock is an investment instrument that offers a high level of profit but also with a high risk of loss. This is more determined by the chosen stock. If the stock selection is right, it is not impossible that the investor will be offered a high profit rate but with a low risk of loss. Everyone needs to open a stock account in a stock securities in order to trade shares. One of the available securities is Mirae Asset with its application called NeoHOTS as a mobile application. However, Neohots have a high level of difficulty shown from the results of observations and the value of system usability scale. This study provides interface recommendations to NeoHOTS based on the Goal-Directed Design method approach so that customers are easier to use this application and ultimately get a high level of profit but with a low and measurable risk.

Keyword: Goal-Directed Design, System Usability Scale, User Interface, Stock, Invest