ABSTRACT

In order for the body to stay healthy and fit, it is required to move more, people of all ages can make exercises that suit their needs to exercise both outdoors and indoors. Cyber sports, competitive computer games and virtual sports are synonyms for the term *eSports*. Gowes Virtual is an application developed by the Telkom University Wrap Entrepreneurship project team, the target user is only new students or someone visiting Telkom University. This application is made for Telkom University Virtual Tour while exercising when constrained by rainy weather or feeling lazy to leave the room. This application is presented in the form of a three-dimensional view with the background of Telkom University and views of cities in Indonesia, so that if you want to ride a bike, it will be even more motivated, in the next development there will be a Multiplayer feature where users can ride together. Therefore the authors designed the application starting with an attractive User Interface design that is easy for users to understand. This test itself uses the *User Centered Design* (UCD) method to approach potential users. In testing the design itself refers to the *Single Ease Question* (SEQ) which is one of the Post Task Questionnaires used in assessing the level of convenience of a product feature based on *user experience*. The prototype that was built got a scale 6 test of 58% and an average scale of 6.36 which has an easy level of ease from the previous results 4.76. This exceeds the predetermined scale, namely usability is greater than 5.6.

Keywords: *User Interface*, Virtual Gowes, *User Centered Design*, Telkom University, Design.