Abstract

This research discusses the application of interactive learning interaction design in the BEAS (Learning Sundanese Script) application with the User-Centered Design (UCD) methodology. The main problem faced is the lack of ease of use of the Sundanese script application features which can affect the effectiveness of learning. The input for this research is the results of an evaluation of the four main features in the application: Guess the Letters, Library, Profile, and View Score, with the output in the form of improvements to the interaction design based on user feedback. This topic is important because the ease of use of traditional script learning applications can influence the level of user adoption and success in learning these characters. Currently, many educational applications are still not optimal in terms of usability, thus causing difficulties for users in utilizing the features provided. The application of the User-Centered Design method attempts to bridge this gap by prioritizing user needs and experience. The solution offered is a UCD-based design process which consists of user needs analysis, prototyping, and evaluation using the Single Ease Question (SEQ) method. Evaluation was carried out on the four main features of the application by measuring its ease of use. The SEQ data is then analyzed to find out which features require design improvements. The evaluation results show that the Library and View Score features received high scores, indicating good ease of use. However, the Guess Character and Profile features show greater variations in scores, indicating the need for improvement in readability and navigation aspects. The main contribution of this research is to provide SEQ data-based recommendations to improve the interaction design of BEAS applications.

Keywords: User Centered Design, User Interface, Interactive Learning, Sundanese Script