

*Development of a User Interface Conformity Measurement System to Improve User Experience in Kindergarten Interactive Learning Media*

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***ABSTRACT***

*Based on the results of observations of kindergarten teachers and student guardians, interactive media is needed in the teaching and learning process at the Kindergarten level. This study aims to create a system that can assess a user interface from interactive media in order to improve the quality of interactive media user experience. Therefore, the authors designed the user interface of interactive media that focuses on the main menu page of interactive media. With the Child Centered Design approach method, an interactive media user interface design was designed with standard characteristics in accordance with the specified target, namely kindergarten children. The design of the interactive media user interface design is made into four design samples to then make a comparison between the four designs. By using the Tobii Eyetracker tool, eye movement data were collected from kindergarten children as respondents as well as the duration of time the respondents were looking for buttons in the interactive media design created. The efficiency value of each design is obtained where the smallest efficiency value is obtained from Design 3 which has an average yield of 0.273 seconds, followed by Design 2 worth 0.295 seconds, Design 4 worth 0.348 seconds and Design 5 worth 0.549 seconds. Therefore design 3 is a user interface design that has the highest quality user experience based on the results of its efficiency value.*

***Keywords*** : *Human Computer Interaction, Eye Tracking, Child Centered Design, UI/UX, CCI.*