
UI/UX DESIGN OF BPMP INFRASTRUCTURE RENTAL USING GOAL DIRECTED DESIGN METHOD

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Abstract

Technological advancements have transformed human life paradigms, including in the provision of facility rental services by the Educational Quality Assurance Agency (BPMP) of West Papua. This research aims to design the user interface (UI/UX) of the BPMP West Papua facility rental application to provide a satisfying user experience through clear information, easy navigation, and appealing visual design. The method used in designing the UI/UX of this application is Goal Directed Design (GDD), which follows six stages of research which include Research, Modeling, Requirements, Framework, Refinement, and Support. Evaluation results using the System Usability Scale (SUS) with 20 respondents indicated that the application achieved an average SUS score of 77.8 (Grade B), demonstrating good acceptance of the application prototype. These evaluation results confirm that the prototype is acceptable.

Keywords: *Goal Directed Design, User Interface, User Experience, Infrastructure Rental Application, System Usability Scale.*

1. INTRODUCTION

The rapid advancement of technology has been a primary driver in the paradigm shift of human life, permeating into all aspects of its activities. The presence of technology has transformed the face of information worldwide, integrating it seamlessly into everyday life. The utilization of technology by society has propelled the growth and advancement of technology itself. For instance, communication, once limited by distance and time, now occurs rapidly and boundlessly due to technological progress (Mahulae, 2023).

Information system is a structural framework aimed at organizing, storing, and presenting information required by humans (Fitri et al., 2023). In the business sector, information technology has significantly facilitated individuals to conduct transactions without reliance on cash. Several business activities, including rental services, have adopted digitalization processes enabling online transactions through digital platforms (D. F. Maulana & Voutama, 2023). This innovation not only enhances customer convenience in discovering and booking services but also drives rapid growth in the rental service industry (Milah et al., 2023).

One of the main providers of infrastructure rentals is the West Papua Education Quality Assurance Institute (BPMP), which offers various facilities such as Auditoriums, Halls, Classrooms, Dining Rooms, and Dormitories. As a technical implementation unit of the Ministry of Education and Culture at the provincial level (Pendidikan, 2017), BPMP West Papua has become the primary choice for educational events and activities in the region. The institution aims to improve the quality of education through various programs and activities, including teacher training, curriculum development, and the monitoring and evaluation of education in West Papua. Additionally, BPMP West Papua serves as a coordination center for the implementation of educational policies and the capacity building of educational personnel. Currently, BPMP West Papua still relies on a manual infrastructure rental process, which leads to time wastage and inefficiency. BPMP uses physical forms and direct communication for reservations, resulting in administrative complexity and vulnerability to errors. The lack of an integrated information system also hampers information access for potential renters, as information is not available online or consolidated on a single platform. Administrative staff also

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struggle to manage infrastructure without an adequate information system, causing unnecessary administrative backlog and increasing the risk of irregularities in the use of facilities.

From the issues mentioned above, BPMP requires an infrastructure rental application to facilitate easy access to information for users, both renters and administrators. In this study, the researcher will first design the UI/UX to ensure that the application to be developed meets the users' needs. The User Interface (UI) design plays a crucial role as the medium of interaction between users. Therefore, the quality of UI is highly important to ensure users experience comfort and ease in using the site. Neglecting UI design can lead to discomfort and difficulty for users (Subay et al., 2024). User Experience (UX) is the study of users' feelings and impressions while interacting with a system, with the goal of ensuring user satisfaction after using it (Wanma et al., 2024). With intuitive design and clear navigation, users will be able to find the information they need without difficulty. By prioritizing information clarity, users will feel assisted and supported in completing their tasks. Additionally, this design aims to simplify the process for customers to place orders online (Firmansyah et al., 2024). With clear guidance and appealing interfaces, users will feel more comfortable and confident in using the application (Aji Yoga Pratama et al., 2022). The primary objective of this study is to design and evaluate an infrastructure rental application that enhances user experience through clear information, easy navigation, and appealing visual design.

In designing the user interface (UI/UX) for a facility rental application, a specific methodological approach is required. The method utilized in conducting this research is Goal Directed Design (GDD) (Marbun et al., 2022). GDD is a method used in the process of designing a website or application based on user needs. This method follows 6 research phases which include the Research, Modeling, Requirements, Framework, Refinement, and Support phases. The author chose to use the Goal Directed Design method because it provides solutions that align with user needs and objectives, while also accommodating the business goals that need to be achieved (Y. Maulana et al., 2019). This method excels in understanding user needs and objectives, the ability to comprehend technical and business aspects, as well as the capability to design products that are beneficial, economically efficient, and meet technical standards (Abyakta et al., 2023).

2. LITERATURE REVIEW

2.1 Previous Research

Previous research underpins this study, elucidating discussions by prior researchers. For example, a study by Shintia Kemala Dewi, Imam Maruf Nugroho, and Yudhi Raymond Ramadhan, titled "UI/UX Design of Reservation Application at Kitchenery Resto and Cafe Purwakarta Using GDD Method," seeks to assist employees and customers in making reservations at Kitchenery Resto and Cafe Purwakarta. This study employs the GDD method to develop a design model that aligns with user needs. Drawing on user experience, the researchers created a prototype interface for the reservation application to achieve the desired outcomes. The design was evaluated using SUS with five respondents, resulting in an average score of 78, corresponding to a grade B. These results demonstrate that the UI and UX design of the reservation application effectively meets user needs and is satisfactory (Dewi et al., 2023).

The research conducted by Putra Cristover Sitorus et al., (2024) titled "User Interface and User Experience Design of Interior & Build Furniture Sales Application at Stepline Store Using Goal Directed Design (GDD) Method." This study is focused on developing the Interior & Build Furniture Sales Application system with UI and UX design approach using the Goal Directed Design method, aiming to facilitate the transaction process for both owners and customers in the future and ensuring the application's compatibility with user needs. Testing in this research was conducted using the SUS method with 10 questions for 15 respondents. Following the testing with 15 respondents using the SUS, the obtained average score of 70.5 with a grade C is categorized as Acceptable (Putra Christover Sitorus et al., 2024).

The research conducted by Haekal Adzami Hafianto et al (2023), titled "Designing the User Interface and User Experience for the Food Ordering Application at Hutan Jati Cafe & Gelato Using the Goal Directed Design Method," aims to enhance the efficiency and productivity of the restaurant

and improve the user experience for customers through the introduction of a food ordering application. The study involves designing the UI and UX using the Goal GDD. The resulting prototype was tested with 15 respondents using the SUS. The average score from the SUS test was 73, indicating that the prototype is acceptable, as a SUS score above 70 is considered satisfactory (Hafianto et al., 2023).

2.2 User Interface and User Experience

UI and UX are abbreviations for User Interface and User Experience, respectively, referring to the visual appearance of applications or digital marketing tools, both in the form of websites and applications, with the aim of enhancing brand image even further (Kurniawan & Budi, 2022). The UI/UX Design are essential elements in application development, as the arrangement within the application needs to be well-structured and orderly, facilitating users' seamless access to the available features. UI/UX design should also be tailored to the needs of the application's users, covering design appearance, functionality, and various other aspects (Al-Faruq et al., 2022).

2.3 Goal Directed Design Method

GDD is an interface design methodology that focuses on the goals of the users. It offers solutions that harmonize user needs and goals with relevant business, organizational, and technical requirements (Cooper et al., 2014). The primary objective of GDD is to achieve an optimal design that aligns with user needs (Abby & Ibrahim, 2023). Goal Directed Design consists of six interrelated stages as shown in Figure 1.

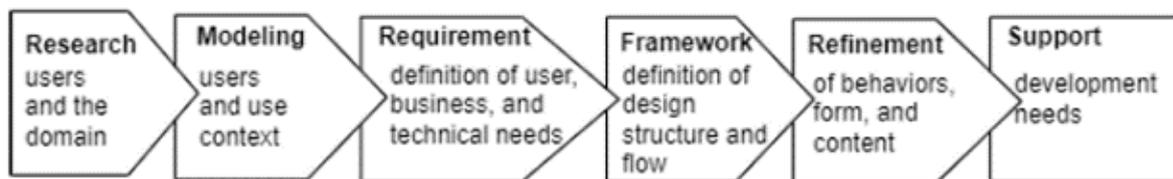


Figure 1. Goal Directed Design Stage (Cooper et al., 2014)

Research is the phase of the study in which data is collected through observation and interviews (Ramadhoni et al., 2023).

Modeling is the stage involving the selection of personas that play a role in designing a website. Personas are characters used as an approach in designing a system (Y. Maulana et al., 2019).

Requirements is the stage conducted to establish the needs of each persona. Data is obtained from the depiction of persona activities when using the system. The outcome is a definition of requirements that balance user needs, business requirements, and the technical design aspects necessary (Y. Maulana et al., 2019).

Framework is the process that involves creating website/application wireframes to illustrate how users interact with the system (Dewi et al., 2023).

Refinement is a stage involving the development of website design related to user interface, user experience, and other supporting information (Y. Maulana et al., 2019).

Support is the process of development involving testing the prototype design that has been created in the previous stages (Abby & Ibrahim, 2023).

3. RESEARCH METHOD

The stages carried out in designing UI UX leasehold infrastructure using the GDD method can be seen in Figure 2.

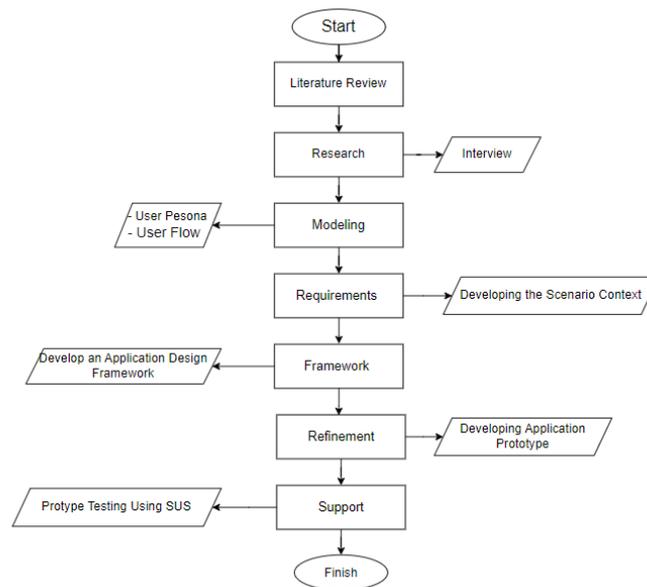


Figure 2. Research Flow

3.1 Research

In the Research phase, the researcher conducted interviews with the infrastructure rental administrators at the West Papua Education Quality Assurance Institute, as well as with potential users of the infrastructure rental application. Through this series of interviews, the researcher aimed to gain a deep understanding of the administrative processes involved in infrastructure rental, as well as the needs and expectations of potential users regarding the application. The questions posed were open-ended and covered topics such as the difficulties faced when renting infrastructure, desired features, and expectations for the new system.

3.2 Modeling

In the modeling stage, the aim is to assist in designing an interface that aligns with user needs and goals. In this stage, there are two outputs: user personas and user flows. User personas represent characters used as an approach in designing a system (Y. Maulana et al., 2019). User flow refers to the process that users go through when using a product to accomplish a given task (Dina et al., 2023).

3.3 Requirements

In this stage, situational analysis and user needs identification are conducted. This process aims to establish the working context referred to as task scenarios. The initial step involves creating context scenarios that emphasize the achievement of goals and the needs of specific user personas. Context scenarios are able to illustrate the sequence of user activities in the system being used (Abyakta et al., 2023).

3.4 Framework

This stage involves designing the interaction between elements within the system by utilizing visual tools to detail the functions involved, such as creating application wireframes that illustrate how users will interact with the system or application (Ramadhoni et al., 2023).

3.5 Refinement

In this stage, a prototype will be created that encompasses the visual style of each user interface element to design the website, including dimensions, colors, text, icons, and others. The output generated is the prototype (Ongky Alexander et al., 2022). The researcher used Figma, an online collaborative design platform, to create a prototype that aligns with user needs.

3.6 Validation Test and Reliability Test

In this stage, the validity and reliability of the obtained SUS data will be assessed using IBM SPSS Statistics 25. Validity testing involves calculating the Pearson correlation coefficient (calculated "r") to assess the relationship between each statement and the total score of respondents' answers. The validity of a statement indicates its ability to provide accurate and precise measurement results (Giyai et al., 2024). Meanwhile, reliability will be assessed based on Cronbach's alpha (α) value for each variable examined (Fajaria & Ditha Tania, 2023).

3.7 Support stage

In the Support stage, prototype testing will be conducted using the SUS . The SUS is a method used to evaluate prototypes by collecting data from users regarding the success and ease of use of a product. With over 30 years of use and testing, SUS has proven to be capable of gathering valid statistical data and providing clear and rational assessments of the usability of a system or product (Nuriman & Mayesti, 2020). Below are the 10 (ten) questions of the SUS questionnaire in Table 1.

Table 1. SUS Statement (Adha et al., 2023)

No	Questions	Score
1	I am considering using this system again	1-5
2	I find this system complicated to use	1-5
3	I find this system easy to use	1-5
4	I need assistance from others or technicians to use this system.	1-5
5	I feel that the features of this system are functioning as they should	1-5
6	I perceive numerous inconsistencies within this system	1-5
7	I believe others can quickly understand how to use this system.	1-5
8	I feel that this system is confusing	1-5
9	I feel there are no obstacles in using this system	1-5
10	I need to master this system first before deciding to use it	1-5

To calculate the SUS score, there are several steps that need to be taken:

1. Sum up the scores from each question obtained from the users.
2. Each odd-numbered question, subtract 1 point..
3. Subtract 5 points from the score of each even-numbered question.
4. Multiply the resulting score by 2.5.

The SUS score ranges from 0 to 100.

4. RESULTS AND DISCUSSION

Results and discussions in this research begin from the stages of Research, Modeling, Requirements, Framework, Refinement, and Support. Here are the results and discussions from each stage of the Goal Directed Design Method in this study:

4.1 Research Stage

In the research phase, the author conducted interviews with the infrastructure rental administrator of the West Papua Education Quality Assurance Institute and potential users of the application by posing several questions. The gathered data is utilized as the foundation for determining the scope of the research.

4.2 Modeling stage

4.2.1 User Persona

Here are the user personas for the administrator and users that have been created based on the conclusions drawn from the interviews conducted in the research phase. User personas for the administrator and users are available in Figures 3 and 4.

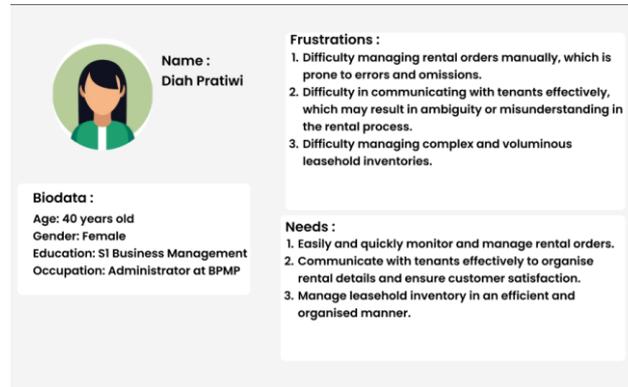


Figure 3. User Persona Admin

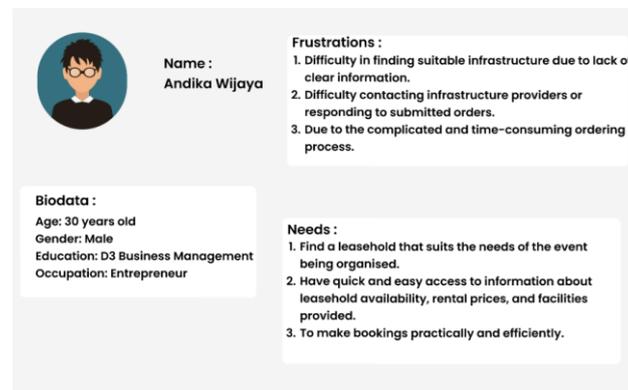


Figure 4. Prospective User Persona

4.2.2 User Flow Login

User flow is a depiction of the sequence of steps that users can take in using the system to accomplish specific tasks. It aids in system planning by illustrating the flow that users can follow to complete various tasks. Figure 5 below illustrates the login user flow.

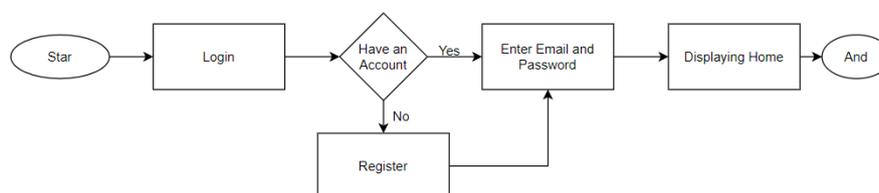


Figure 5. User Flow Login

4.3 Requirements Stage

In the requirements phase, researchers compile a Hierarchical Task Analysis (HTA) to identify user needs that align with the user flow developed in the previous stage. Figure 6 is a visual representation of the HTA encompassing all user requirements.

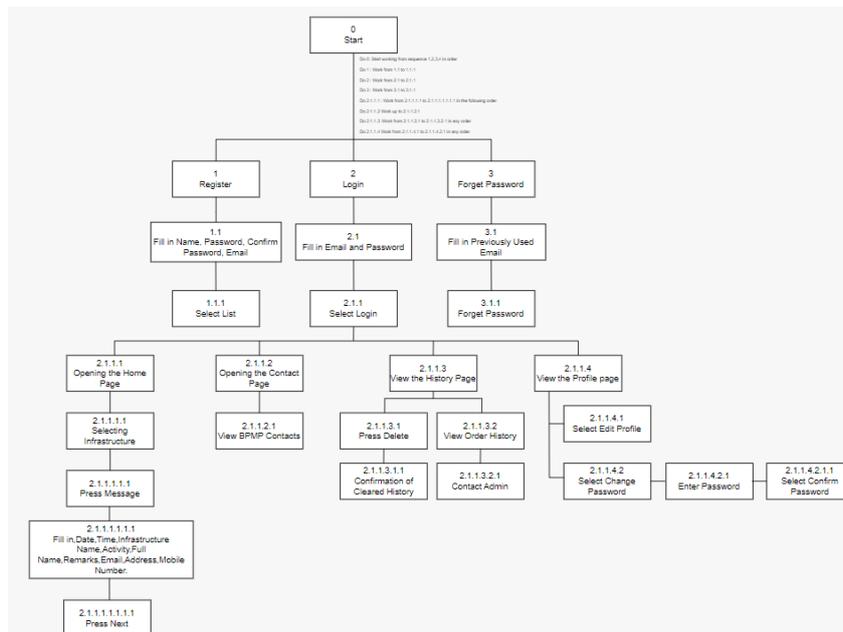


Figure 6. Hierarchical Task Analysis (HTA) Infrastructure Rental Application

4.4 Framework Stage

In the framework stage, the researcher designs the user interface of the facility rental application. Figure 7 displays several wireframes of the infrastructure rental application design.

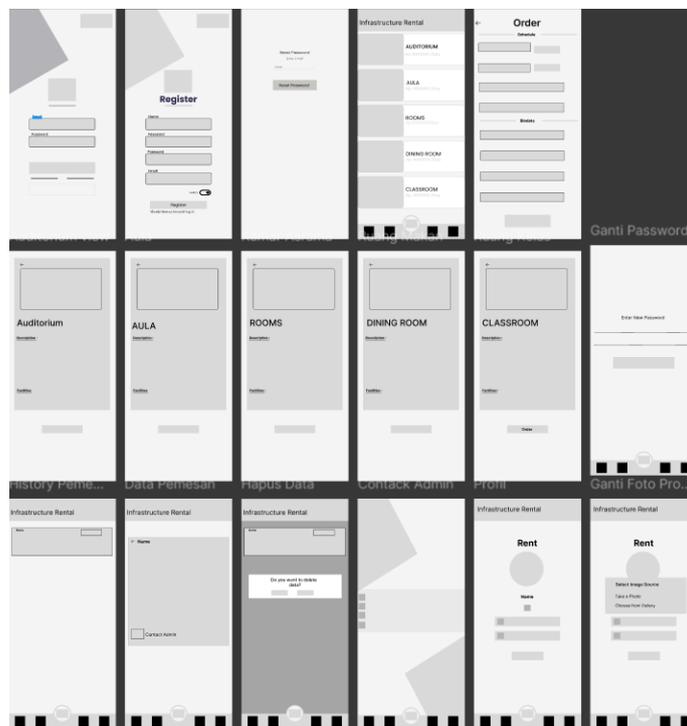


Figure 7. Wireframe of leasehold application

4.5 Refinement Stage

In the refinement phase, researchers create a prototype design for the infrastructure rental application. Below are the results of the designed prototype.

4.5.1 Login, Register, and Forgot Password Pages

In Figure 8, there are login, register, and forgot password pages. The login page prototype includes elements such as a login form, a button to submit login data, and a link to reset the password. Firstly,

there is an area to enter the email and password, which is used to identify users attempting to log into the application.

Next, in the register section, for users who do not yet have an account, the purpose of the registration page is to collect the necessary data from users so that they can access and utilize the services or content provided by the application.

Meanwhile, on the forgot password page, it is used when users forget their passwords and need to reset them. The prototype of the forgot password page includes a form where users can enter their registered email address to recover their account.

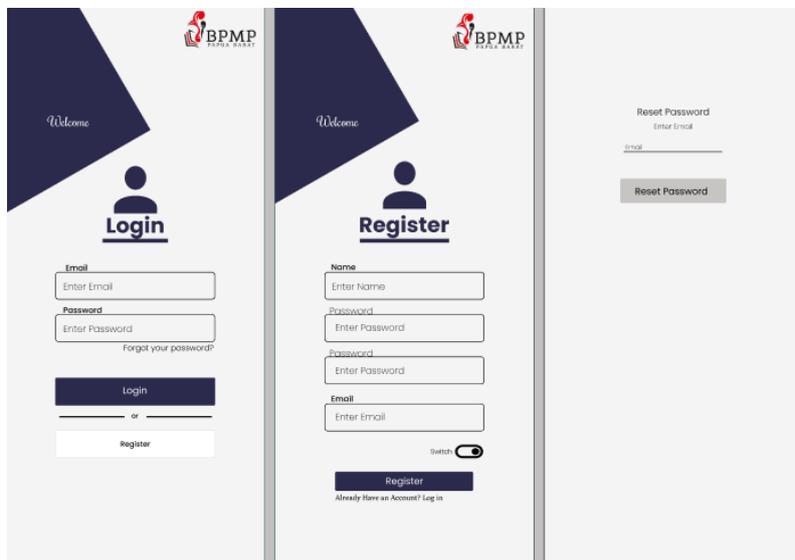


Figure 8. Login, Register, Forgot Password page

4.5.2 Homepage Menu

In Figure 9, there is a homepage menu that serves as the main display of the application. On the homepage menu, there are several components such as the navigation menu for contact, history, and also profile. Additionally, on the homepage menu, there are several facilities available for rent along with their respective prices.



Figure 9. Home Page

4.5.3 Booking Page

In Figure 10, there is a booking page consisting of several sections, such as the facility description page to the scheduling and user information input page. In the description section, users can access details about the available facilities for rent, including information such as the type of facility, facility photos, provided amenities, pricing, and general description. Furthermore, in the booking process section, it involves several steps, starting from scheduling input such as date, time, event facility name, and then filling out user information.

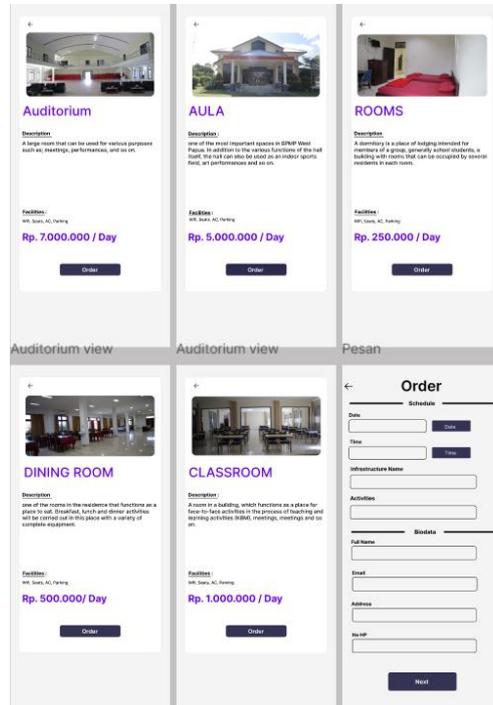


Figure 10. Description and Booking Page

4.5.4 Contact Menu Page

On Figure 11, there is the contact menu page, which is a part of the application providing essential contact information to the users. This contact page of the infrastructure rental application includes telephone numbers, email addresses, and social media accounts such as Instagram and Facebook.



Figure 11. Contact Menu Page

4.5.5 History Menu Page

On Figure 12, there is the history menu page, which is a part of the application displaying a list of bookings made by the users. This page includes booking details such as the booking date, the reserved infrastructure, address, email, phone number, activity, and time. Additionally, on this page, users can directly contact the infrastructure rental admin via WhatsApp.

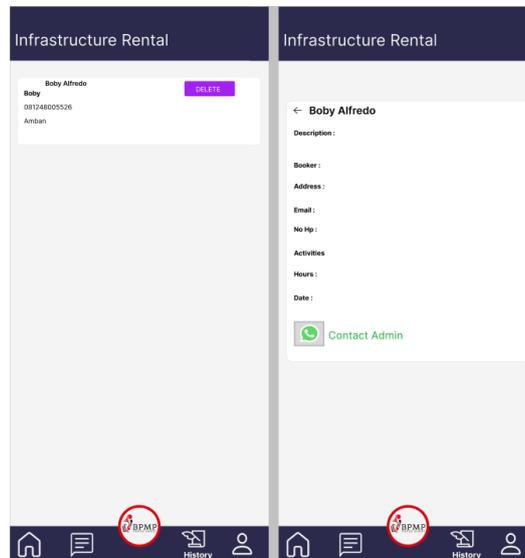


Figure 12. History Page

4.5.6 Profile Menu Page

In Figure 13, there is the profile menu page, which is an area within the application that allows users to manage their personal information and account. This page in the infrastructure rental application provides features to edit the profile and change the password.

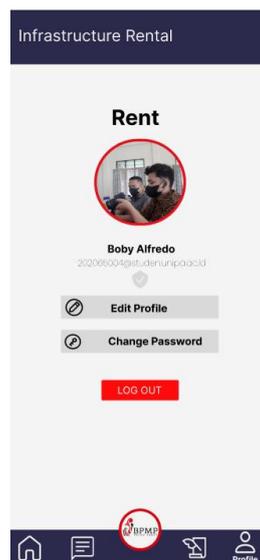


Figure 13. Profile Menu Page

4.6 Results of Validity and Reliability Testing

Table 2 presents the results of validity testing using 10 SUS questions involving 20 respondents. These findings indicate that all items of the SUS questions are considered valid as the calculated *r* values exceed the critical *r* values.

Table 2. Validity Testing Results of 10 SUS Questions

Item	<i>r</i> value	<i>r</i> table	Remarks
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Q1	0.806	0.444	Valid
Q2	0.658	0.444	Valid
Q3	0.463	0.444	Valid
Q4	0.687	0.444	Valid
Q5	0.541	0.444	Valid
Q6	0.658	0.444	Valid
Q7	0.806	0.444	Valid
Q8	0.469	0.444	Valid
Q9	0.555	0.444	Valid
Q10	0.529	0.444	Valid

The results of reliability evaluation conducted using the SPSS program can be observed in Table 3. The Cronbach Alpha coefficient value is 0.799, exceeding the threshold of 0.70, thereby confirming the reliability of the questionnaire.

Table 3. SUS Reliability Testing Results

Cronbach's alpha	N of items
0.799	10

4.7 Support Stage

In the support phase, prototype testing will be conducted using the SUS. The system usability scale testing involves 20 respondents who are potential users of the facility rental application. After obtaining the System Usability Scale questionnaire data, the next step is to calculate the questionnaire results.

Table 4. SUS Questionnaire Calculation Results

Respondent	Sum Of Responses	Value (Sum x 2,5)
R1	31	77.5
R2	38	95
R3	27	67.5
R4	27	67.5
R5	34	85
R6	29	72.5
R7	26	65
R8	32	80
R9	27	67.5
R10	34	85
R11	30	75
R12	25	62.5
R13	30	75
R14	29	72.5
R15	37	92.5
R16	28	70
R17	37	92.5
R18	31	77.5
R19	33	82.5
R20	38	95
Average		77.8
Grade Scale		B
Acceptability		Good

Table 5 presents the calculation results of the SUS questionnaire responses and the final assessment using the SUS formula, yielding an average score of 77.8. The user evaluation results indicate a high level of satisfaction with this system. This score reflects a positive perception of the overall usability and usefulness of the system. Users have given favorable ratings, indicating that the system performs well and is worth using. However, there is still room for improvement to enhance the user experience. Nevertheless, the overall high average score confirms that the system has been well-received by users and meets their expectations in terms of functionality and usability.

Based on Figure 14, if the average score on the System Usability Scale exceeds 70, then the prototype is considered acceptable. In this case, the score of 77.8 falls into the Grade B (Good) category according to the assessment standards.

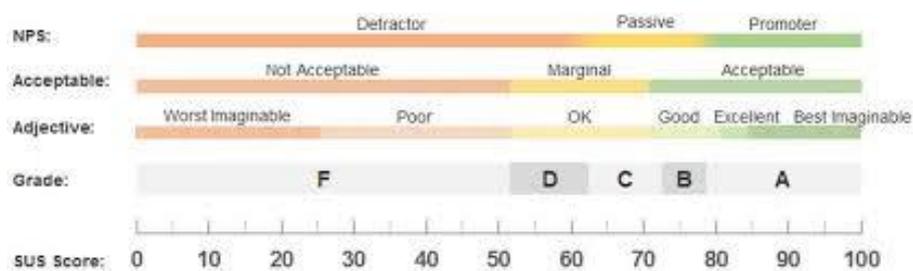


Figure 14. Determination of Usability Scale Results

5. CONCLUSION

This study confirms that the use of Goal Directed Design method in designing the user interface of the infrastructure rental application for the BPMP West Papua has brought significant benefits. By focusing on user needs and goals, this research has successfully produced an intuitive, user-friendly, and responsive interface design that meets user expectations. Evaluation using the System Usability Scale indicates that the application prototype received positive ratings from users, indicating good quality and usability of the application.

Furthermore, this research contributes to the context of information technology implementation in infrastructure rental, particularly in institutions such as BPMP West Papua. Through the adoption of a simple and user-friendly Android-based application, institutions can enhance the efficiency and effectiveness of their infrastructure rental processes, while providing a better experience for renters.

Overall, this research demonstrates the significant potential of the Goal Directed Design method in producing appropriate and relevant solutions for societal challenges, while also providing direction for further research in the development of applications and technologies that can enhance public services comprehensively.

This study involved a relatively small number of participants, which may not fully represent all potential users of the infrastructure rental application. The focus on the West Papua Education Quality Assurance Institute also means that the results may not be fully generalizable to other educational institutions with different contexts.

6. SUGGESTION

From the conclusion, there are several recommendations for further research that can be explored:

1. For future researchers, it is recommended to further develop additional features that can enrich the user experience, such as integration with online payment systems, notification features, and scheduling features.
2. For future researchers, it is advisable to conduct further testing involving a larger number of respondents to gain a more comprehensive understanding of user satisfaction with the application.
3. For future researchers, it is recommended to perform regular maintenance and updates to the application to maintain the quality and performance of the system.

4. For future researchers, it is advisable to continuously adopt feedback from users to make improvements and enhancements to the application, ensuring that it remains relevant and meets user needs.

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