

ABSTRACT

Nowadays the era of technology is growing rapidly, and H&E management is motivated to create web-based applications as a means of communication and information for artists such as photos, videos, schedules and budgets, which are incorporated in them. In the process of building this web-based application, testing is needed in terms of its use by users who have worked together or under the auspices of H&E management. The purpose of this study is to determine the extent to which this web-based application is beneficial for users and the user experience experienced by users. The data collection process was carried out by interviewing seven speakers of web-based application users about the user experience and user interface of the application. The results of this study are the web-based application of H&E management that already has a good user experience because it meets four elements in user experience, namely value, usability, desirability and adoptability. Besides having a good user experience, the H&E management web-based application also has a good user interface because its display is interesting and easy to remember. From the results of the interview, the ICDDT model is used for further analysis which can provide results about the weaknesses and advantages contained in web-based applications. This analysis is then used to create appropriate business development strategies going forward to be more useful for users.

Keywords: H&E management, user experience, user interface, ICDDT model and development strategy.