

Eight Golden Rules in Asean Entrepreneurship Profiling Website Development

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Abstract

Technological advances have provided a variety of new touches in the website development process. The Asian Entrepreneurship Profiling website was developed to meet the needs of mapping the profiles of entrepreneurs in Asian so that users can independently conduct self-profiling of their capacity as entrepreneurs. This study aims to develop a website by following the Eight Golden Rules so that website development goals can be achieved. Shneiderman's Eight Golden Rules of Interface Design serve as the main guide for developing a good website interaction design. This research combines two research methods in the process and activities of website development www.aseanentrepreneurshipprofiling.com, namely the System Development Life Cycle method and the Neuroresearch method. This study shows that the website has met the rules of the indicators contained in the Eight Golden Rules, namely Strive for consistency, seek universal usability, offer informative feedback, Design dialogues to yield closure, Prevent Errors, permit easy reversal of actions, keep users in control and reduce short-term memory load. Various indicators that can describe how the profile of a successful entrepreneur can be studied through the website www.aseanentrepreneurshipprofiling.com. This website has been developed in such a way as to meet various requirements in the Eight Golden Rules to meet the needs of today's entrepreneurs who must adapt to changing times and technological advances.

Keywords

Asian Entrepreneurship Profiling Eight Golden Rules, System Development Life Cycle, Neuroresearch

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