UNIVERSITI TEKNOLOGI MARA

E-LEARNING PLATFORM FOR BEGINNER BARBER USING USABILITY HEURISTIC

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ABSTRACT

Traditional barbering education often relies on unstructured hands-on training and limited classroom instruction, which can result in inconsistent skill development among beginner barbers. Many training methods lack interactive, accessible, and systematic learning resources, making it difficult for learners to retain knowledge and master essential techniques. To address these challenges, this project proposes the development of an interactive e-learning platform called *The Cut Collective*, designed specifically for beginner barbers. The platform was developed using the ADDIE instructional design model, which consists of five phases: Analysis, Design, Development, Implementation, and Evaluation. In addition, Usability Heuristics Theory was applied to ensure the system is user-friendly, intuitive, and efficient for learners. *The Cut Collective* integrates multimedia elements such as video tutorials, animations, illustrated notes, interactive quizzes, and drag-and-drop activities to support different learning styles and simplify complex barbering techniques into step-by-step processes. The platform focuses on four core modules: equipment, cutting hair, shaving, and cutting techniques. Learners can access structured lessons, watch demonstrations, and complete interactive assessments that provide immediate feedback. Usability testing and expert evaluation were conducted to assess the functionality and effectiveness of the platform. The System Usability Scale (SUS) evaluation produced an average score of 81 out of 100, which falls under the Excellent usability category, indicating that users found the system easy to use, intuitive, and effective for learning. The results indicate that *The Cut Collective* is a suitable and effective learning tool that enhances learner engagement, supports independent learning, and improves understanding of basic barbering skills. In conclusion, *The Cut Collective* demonstrates the potential of multimedia-based e-learning systems to improve vocational training by providing a flexible, accessible, and interactive learning environment for beginner barbers.