

ABSTRACT

This research aims to enhance the usability of RSUD Ciamis's website through the development of Information Architecture (IA) using open card sort and usability testing. The participation of RSUD employees and patients was integrated into the open card sort to gather internal and external perspectives, creating a balanced representation of user needs. By identifying hierarchical patterns through Casolysis data analysis in open card sort, the study undertook the development of a new IA design and a prototype design. Usability testing employed the heuristic evaluation method with the 5E's criteria by Whitney Quesenbery, namely effective, efficient, engagement, error tolerance, and easy to learn. Evaluation results indicate that the prototype design excels in effective, engaging, error tolerance, and easy-to-learn criteria, despite requiring longer exploration time, leading to a deficiency in the efficiency criterion. Although the legacy RSUD design is more efficient in completion time, the overall evaluation suggests that the prototype design development provides a significant improvement in user experience and overall usability for RSUD Ciamis's website. The implications of these findings serve as a foundation for further development and updates to RSUD's website design, contributing to a deeper understanding of the importance of balancing efficiency and effectiveness in health website development.

Keywords: Information Architecture, Open Card Sort, Usability Testing, Heuristic Evaluation, Casolysis.