

## *Abstract*

*The implementation of the quality standard of the higher education learning system is main purpose of the Minister of Research and Technology. To facilitate the implementation of the task of affordability of higher education services, the Minister of Research and Technology has created a Dikti website which contains the policy procedures of higher education in Indonesia. After doing usability testing to Dikti website using QUIM method, the result of efficiency value is low, this causes the user goal is not reached. Therefore, in this research, the authors rebuild the user interface of Dikti website using goal directed design method that focuses on the purpose of the user. From the result of prototype that has been made using goal directed design method, the efficiency value rise to 77% from previously 30.34%.*

**Keywords:** *Dikti, website, user interface, efficiency, goal directed design.*