

ABSTRACT

Gaya Realty is a property company. Gaya Realty handles the sale, rental and purchase of property investment. In addition Gaya Realty provides services related to property. But Until now Gaya Realty does not yet have a website as one of the supporting tools of his company's promotion. A good website should have a good level of Findability and Usability. For that need the existence of information architecture to manage related content and website structure. Information architecture is one way to support it. includes information, navigation, organization, labeling, finding and art. To build the information architecture is done by using Modified Delphi Card Sorting method as a generative method and Closed Card Sorting and Tree Testing as an evaluative method. Once the model of information architecture has been built it will be implemented into the model high fidelity prototype to form visual page model architecture information. After that done usability testing using System Usability Testing to calculate quantitatively related to the prototype that has been made. And the resulting number 84.3 with predicate prototype that can be accepted by users on a given scale.

Keywords: Information Architecture, Card-Sorting, Tree Testing, High Fidelity Prototype, System Usability Scale