

Abstract

This research presents an application of methods to a company's website. Website that became the object of research is the website of PT Luxindo Raya Company. Based on the results of interviews conducted states that the current website still has a problem that is the placement of content, navigation that is not proper, and the grouping of information that is still unclear so that the impact on user goals that have not been achieved. Based on measurements using WEBUSE (Website Usability Evaluation) there are two parameters that are still not good (good). These parameters include readability-content-organization and navigation-link. Both parameters are related to the ease of the user to get the information that the destination. From this it is done re-re-planning website to give recommendation model design user interface website that can meet user's purpose like company or customer / general public and increase usability value. The method used is goal directed design (GDD). The method is a method that focuses on user goals. Selection of the method because based on the results of interviews user objectives have not been achieved and the results of usability measurement parameters that have not good value related to the ease of users to seek information according to the goal. So GDD itself is suitable for use for redesigning a website that focuses on the user's purpose. The end result of this research is obtained user interface website that can fulfill the purpose of user. This is the result of usability testing using WEBUSE, the user interface of PT Luxindo website built using GDD increased usability value for readability-content organization parameter by 70%, navigation-link was 69%. In addition, two other parameters of user interface design for 68%, and performance-effectiveness of 67%. Overall value of website usability of 68% enter at a good level.

Keyword : *goal directed design, GDD,user interface ,website usability evaluation, WEBUSE*