ABSTRACT

Hospitals using website as a media the health information and information on the hospital itself. However, from several studies on health websites, there are still some issues such as the lack of user point of view that users are not familiar with the language/labeling used on the website, inconsistent and noninteractive information causes users need help finding the information they are looking for. This problem can be solved by Information Architecture method that is Free Listing, Card Sorting done directly to the user website. Once the data obtained from the website user, next process is redesigning the website using wireframe. Wireframe design is recreated in prototype. In order to fit the objectives to be achieved then tested by using A/B testing where the two websites are compared. A/B testing can be done using usability testing. This study adopted testing from WEBUSE. The result obtained is the increasing of satisfaction level seen from usability level. A total of 20% on Evaluation of navigation and links dimensions and Evaluation of content, organization, readability dimensions. As for the dimensions of Evaluation of performance and effectiveness there is an increase of 10%.

Keywords: website, hospital, information architecture, free listing, card sorting, A/B Testing