

## **Abstract**

**Website is one source of information that can be accessed anywhere and anytime. So that makes users can find information more easily. Commonwealth Life has a website-based information system to provide information and also serve customers. However, according to interviews with Commonwealth Life, there are problems and complaints from customers who find it difficult to use the website and are not comfortable with the website's appearance when accessed using a smartphone. The Commonwealth Life website has never been evaluated. To solve these problems, an evaluation is carried out to find out the problems found in the current website design appearance and to design improved designs. The evaluation method used is the Web Usability Evaluation Tool (WEBUSE). The results of the WEBUSE evaluation will be analyzed using Importance-Performance Analysis (IPA). Next, the results of the IPA analysis will be used to design the design improvements. The discussion of this research starts from observation, evaluation of initial design, making design of improvement design, and evaluation of design improvement. The results of this study indicate that the current website performance value has an average value of 3.37 while the improvement design has increased by 4.45. The results of the IPA website evaluation currently have 10 problems that fall into the quadrant concentrate here. For the design of repair 10 problems have increased and are included in the quadrant keep up the good work.**

**Keywords: website, evaluation ,WEBUSE, IPA**