

## ***ABSTRACT***

### ***DESIGNING USER INTERFACE WEBSITE TOGUIDE STUDY CASE LAUNDRY USING THE GOAL-DIRECTED DESIGN METHOD***

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*Nowadays the progress of information technology is very fast development. The progress of information technology can improve performance by increasing all activities that can be completed quickly, precisely, accurately, and increase work productivity. Therefore, current information technology can not be denied past a significant estimate of human work-life. Is, in Micro, Small and Medium Enterprises (SMEs) support its business, although it currently has some difficulties. One of the other things that happen in some of the Micro Small and Medium Enterprises (MSMEs) is often found that the service system is less effective and efficient, in the sense that recording is still done conventionally and until now there has been no automated monthly reporting system with information technology. To overcome this problem, the authors create a Point of Sales (POS) website, To guide, with the design of the user interface using the Goal-Directed Design (GDD) method. And testing is done by comparing the results of existing website scores and redesigning the website using the method of Usability Testing and System Usability Scale (SUS) as a testing standard. Based on testing done obtained from the existing website is 50.0 and website redesign is 80.5.*

*Keywords: MSME, Point of Sales, User Interface, Goal-Directed Design, System Usability Scal*