

## **ABSTRACT**

This research focuses on JOBBIE. JOBBIE is a website that will provide people with formal and informal education and unemployed people a platform to post and seek jobs. The goal of the website is to reduce the number of dependencies and unemployment in different communities. This research paper aims to work on how to implement the Goal-Directed Design (GDD) method in designing the user interface that best suits the users and stakeholders and archives their objectives when interacting with the product/website. This paper will discuss in detail the phases involved in the GDD method and how they are implemented in designing the user interface for the job-seeking website. Moreover, the work will also be discussing the research method and strategies used to gather the users' desires and expectations from the product/website. The study used qualitative research methodology, and due to limited resources at hand, the researcher had access to a hand full of volunteers to conduct the field research, who were able to gather sufficient data needed to implement the GDD design method. The study commences the interface designing by identifying user objectives and behavior and translating them into the user model of the website design for job seeking. System Usability Scale (SUS) measurement parameters of usability testing were used to test the usability. The finding shows an average usability acceptability score of more than 77.5. Therefore, it can be concluded that the usability of the design is serving its purpose is in a good category. What this paper didn't talk about was how the design is to be translated into codes. As in developing the actual website because the study and research of this paper was an individual assignment and it was only focused on the designing of the user interface which can be then translated into codes by the developer of the website.

**Keywords:** User interface, Design, Goal-Directed Design, Website, Prototype, User Goal, Usability.