

ABSTRACT

Fashion is a style of dress that is used daily by people. One of the circles who pay the most attention to fashion is teenagers. That is why the clothing industry in Indonesia is growing. With many outlets and clothing, Bandung is one of the cities that helps the clothing industry in Indonesia. Clothing has standardization, both in terms of models, sizes, and so on. The existing standard clothing is not necessarily in accordance with the user needs. One of the existing efforts is to design clothes using a clothing design simulation website. However, based on the results of usability testing, resulted that it is not optimal yet. Such as inconsistent language, inappropriate content grouping, content redundancy, and so on. So that the website has not been able to describe the visualization of clothing based on user needs, and so the user's goals have not been achieved. From these problems, we need a website with optimal usability. The design can be achieved using the Goal-Directed Design (GDD) method based on objectives by identifying user needs. The results of the UI model of the clothing design simulation website produced have been tested in usability testing and filling out the System Usability Scale (SUS) questionnaire by measuring usability from effectiveness, efficiency, and satisfaction. Based on the test results, the respective usability values were 96.99%, 89.95%, and 86.96%. So that the resulting UI model can describe the visualization of clothing from user needs, and the user's goals are achieved.

Keywords: fashion, clothing, goal-directed design, user interface, clothing design simulation, usability scale system.