

ABSTRACT

MyEvents.id is a digital transformation company engaged in providing virtual event services. The problem is MyEvents.id is not efficient in carrying out promotions to enlarge the company's wings in reaching wider clients, MyEvents.id does not yet have a media for delivering related information so that MyEvents.id running it requires a company profile-based website as a media for promotion and dissemination of their business information. The reason for choosing this topic is to provide recommendations for designing a web-based user interface at MyEvents.id with the hope that in the future the designs that have been made can be used by MyEvents.id. The design of this website-based user interface uses the GDD (Goal Directed Design) method and the evaluation of the design results uses the SUS (System Usability Scale). The GDD method is very suitable to be used in this study because the GDD method focuses on application design, identifying user needs and behavior and aligning user and stakeholder goals. The GDD method has 5 stages, namely research, modeling, requirements, framework, refinement and support. The results of this study obtained the results of usability evaluation using SUS, namely 68.54 with the Acceptability Range getting the "Acceptable" predicate, the Grades Scales level being in the "D" category and the Adjective Ratings getting the "OK" category. The score obtained meets the usability standard of the SUS method, where the score meets the minimum standard of the SUS method, which is 68.

Keywords: user interface, goal directed design, website, system usability scale