ABSTRACT

USER INTERFACE IMPROVEMENT USING
GOAL DIRECTED DESIGN METHOD
(CASE STUDY: panembangan.desa.id)

By
Muhammad Nazar Umar
20103102

Panembangan Village is one of the villages located in Cilongok District, Banyumas Regency, and it has a website with the domain name "panembangan.desa.id". From the interviews conducted with the website users, issues were found related to the website's interface design, such as the color and font choices that were considered unattractive. Additionally, when the website is accessed using a smartphone, the layout becomes disorganized, and the displayed UI is also considered boring. The aim of this research is to enhance *usability* by improving user experience through the enhancement of the Panembangan Village website's user interface. This research uses the 8Goal-Directed Design (GDD) method, which has six processes: research, modeling, requirements, framework, refinement, and support. In the research phase, interviews and surveys were conducted to gather data on user needs, goals, and issues. In the modeling phase, personas and representative usage scenarios were built. The requirements phase defined user, business, and technical needs. The framework phase involved structuring and defining the UI navigation flow. The refinement phase focused on perfecting the design in terms of behavior, form, and content to ensure smooth and intuitive interactions. The support phase ensured that the design was correctly implemented during development. The results of this research include improvements to the user interface of the Panembangan Village website, such as simplifying and making the menu navigation easier to understand for users, adding service information, enhancing the visual appeal, and providing contact information. After analyzing using the system *usability* scale method and collecting responses from 20 respondents, the score before the improvements was 48.625, which corresponds to a grade of F. After the improvements, the score increased to 76.75, corresponding to a grade of B.

Keyword: *User Interface, Website, Desa Panembangan, Goal-Directed Design, System Usability Scale*