Abstract

Telkom University has various websites to support lecture activities. With so many websites in circulation, Telkom University created a website that is a gateway to other websites called SATU Telkom University. Unfortunately, the interface design of the SATU Telkom University website is still difficult to understand, especially for new users. In addition, the ineffectiveness of the website design was found so that users use other methods to achieve their goals. This study was conducted to redesign the website design so that users do not experience difficulties when running the website. The goal-directed design method is used in this study to understand the goals, needs and characteristics of users so that a design can be produced that can help users achieve their goals. After the new website design was produced, a System Usability Scale website testing tool was chosen, a simple and easy-to-use testing tool. After testing the existing website design and the new website design, the SUS score of the website increased.

Keyword : Satu Telkom University, Goal Directed Design, User Interface, System Usability Scale