Penerapan Metode Goal Directed Design dan Usability Testing Dalam Pembuatan Website BosstonGym

Rifky Firdaus[1], Eko Darwiyanto[2], Monterico Andrian[3]

[1,2,3]Fakultas Informatika, Universitas Telkom, Bandung
[4]Divisi Digital Service PT Telekomunikasi
Indonesia
[1]rifkyfrds@students.telkomuniversity.ac.id,
[2]ekodarwiyanto@telkomuniversity.ac.id,
[3]monterico@telkomuniversity.ac.id.

Abstract

BosstonGym is a fitness center that does not yet have a website as a medium for optimal promotion and delivery of service information. To overcome these problems, this research applies the Goal Directed Design (GDD) method in designing the user interface (UI) to ensure that the design is in accordance with user needs and business goals. The research process includes literature review, interviews, persona creation, UI design, implementation, and usability testing using Maze Usability Score (MAUS) and System Usability Scale (SUS). The test results show a MAUS score of 84, which is included in the high usability category, and a SUS score of 70.5, which is included in the "Good" category with grade C. These results show that the BosstonGym website has met the expected usability standards and provides a good user experience. Overall, the design is effective in improving service accessibility and supporting BosstonGym's digital marketing strategy.

Keywords: bosstongym, ui, goal-directed design, usability testing, maze usability score, system usability scale.