ABSTRACT

In the digital era, e-commerce has become an important medium for marketing and selling products widely. Magnustek, a company that markets LED Videotron, uses a website as one of its main platforms. The role of Magnustek's website as an e-commerce medium is considered less than optimal in supporting information access and user experience, with initial evaluation results showing a usability score of 2.46 (unsatisfied category). This study aims to redesign the user interface (UI) and user experience (UX) of Magnustek's website using the Goal-Directed Design method and Heuristic Evaluation. The design process was carried out through stages of research, user persona creation, user journey, wireframe, and implementation using React.js and Tailwind CSS. The re-evaluation showed a significant improvement in UI/UX quality with a usability score reaching 4.4 (satisfied category). These results prove that the Goal-Directed Design approach is effective in producing designs based on user needs. This study also recommends the development of more diverse usability testing methods and development to the back-end stage to support overall system performance and functionality.

Keywords: *Magnustek, User Interface, Goal-Directed Design.*