ANALISIS *USABILITY* DAN REDESAIN UI/UX *WEBSITE* DIGIPORT PADA PT XYZ MENGGUNAKAN METODE *HEURISTIC EVALUATION* DAN *GOAL-DIRECTED DESIGN*

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ABSTRAK

Website DigiPORT berperan sebagai media pengelolaan kerja sama dengan mitra teknologi, tetapi dalam penggunaannya masih ditemukan berbagai kendala yang memengaruhi tingkat *usability* dan efektivitas proses bisnis. Penelitian ini bertujuan untuk menganalisis permasalahan *usability* serta merancang ulang antarmuka pengguna (UI/UX) *website* DigiPORT dengan menerapkan metode *Goal-Directed Design* (GDD), yang ditambahkan oleh *heuristic evaluation* di dalam tahap *research* dan *development* support sebagai teknik evaluasi pada tahap awal dan tahap akhir pengujian. Pengujian awal dilakukan oleh lima evaluator yang terdiri dari pemangku kepentingan dengan latar belakang operasional *website,* UI/UX, *partnership*, *settlement,* dan IT *engineer*. Hasil evaluasi awal menunjukkan total *severity rating* sebesar 68, yang mengindikasikan adanya permasalahan *usability* terutama pada aspek visibilitas status sistem, navigasi, konsistensi antarmuka, serta penanganan kesalahan. Temuan tersebut digunakan sebagai dasar dalam proses redesain yang dilakukan melalui tahapan GDD, meliputi *research, modeling, requirement, framework, refinement,* dan *development support*. Evaluasi ulang terhadap hasil redesain menunjukkan penurunan total *severity rating* menjadi 0, yang menandakan bahwa permasalahan *usability* yang teridentifikasi sebelumnya telah berhasil diperbaiki. Hasil penelitian menunjukkan bahwa rancangan antarmuka baru yang menggunakan tahapan GDD memiliki alur yang lebih jelas, lebih efisien, dan lebih mampu mendukung tugas pengguna. Penelitian ini merekomendasikan pengujian lanjutan dengan melibatkan pengguna eksternal serta penggunaan metode evaluasi tambahan, seperti *System Usability Scale* (SUS) atau *User Experience Questionnaire* (UEQ), guna memperoleh hasil penilaian *usability* yang lebih komprehensif.

Kata Kunci : usabilitas, ui/ux, *heuristic evaluation*, *goal-directed design,* digiport.

USABILITY ANALYSIS AND UI/UX REDESIGN ON THE DIGIPORT WEBSITE AT PT XYZ USING HEURISTIC EVALUATION AND GOAL-DIRECTED DESIGN METHODS

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ABSTRACT

The DigiPORT functions as a platform for managing partnerships with technology partners; however, several issues are still encountered in its usage that affect usability and the effectiveness of business processes. This study aims to analyze usability problems and redesign the user interface and user experience (UI/UX) of the DigiPORT website by applying the Goal-Directed Design (GDD) method, supplemented with heuristic evaluation during the research and development support stages as an evaluation technique in both the initial and final testing phases. The initial evaluation was conducted by five evaluators consisting of stakeholders with backgrounds in website operations, UI/UX, partnerships, settlement, and IT engineering. The results of the initial evaluation showed a total severity rating of 68, indicating the presence of significant usability issues, particularly related to system status visibility, navigation, interface consistency, and error handling. These findings were used as the basis for the redesign process carried out through the GDD stages, including research, modeling, requirements, framework, refinement, and development support. The reevaluation of the redesigned interface demonstrated a reduction in the total severity rating to 0, indicating that the previously identified usability issues had been successfully addressed. The results of this study indicate that the new interface design developed using the GDD approach provides a clearer workflow, higher efficiency, and better support for user tasks. This study recommends further testing involving external users and the application of additional evaluation methods, such as the System Usability Scale (SUS) or the User Experience Questionnaire (UEQ), to obtain a more comprehensive assessment of usability.

Keywords: usability, ui/ux, *heuristic evaluation*, *goal-directed design,* digiport.