

ABSTRACT

Websites are used in various sectors of the field as a means of providing information. One of the areas that use the website is the hospital. With the hospital website, users can access information about the hospital wherever and whenever. However, there are some shortcomings complained by users related to Hasan Sadikin Hospital Bandung website that they access. These problems ranging from lack of information, confusing menu structure and others. For that we need the information architecture to manage related content and website structure. To build the information architecture is done by using a bottom-up approach in card sorting. The five stages in the research is the first stage is a strategy to equate the goal in the development of the hospital website either from the point of view of the organization / company and the user's point of view of the hospital website. The second stage is a scope to find out what needs the user wants on the hospital website. The third stage is the structure to form the initial structure of information architecture by using a bottom-up approach to the card-sorting method. The type of card sorting used is open card sorting. The fourth stage is skeleton to make information architecture model design using wireframe and prototype. The fifth stage is testing using findability-testing and usability-testing. From the test, the design of information architecture that has been made to meet the needs and needs of users, which looks at the results of findability testing obtained 15.9 seconds and the results of usability testing obtained 80.33. So, with the results of these tests, it can be said that the design of information architecture at Hasan Sadikin Hospital Bandung has a good value from findability testing and usability testing.

Keywords: Information architecture, Bottom-Up, Card-Sorting, Usability-Testing, Findability-Testing