Abstract

Puan Clothing is a business selling women's clothing, which sells products directly and online through social media such as Instagram and Whatsapp. Based on user research, it turns out that there are still many limitations to the sales system. As a result, customers are not reached. One of the limitations is that it takes a long time to get information because you need to wait for an answer from the seller. In addition, there are limitations on how sellers can promote the products. For this reason, it is necessary to promote the system from only using social media for sales to having a website that can also be used on various devices. However, previously it was necessary to design a design model to meet user needs while achieving goals using the Goal-Directed Design (GDD) method. For the research of the prototype model, usability testing and the System Usability Scale (SUS) were carried out to obtain a design that was in line with the user's goals. The results of the test obtained the value of the effectiveness and efficiency of each desktop display with an average of 97,1% and *96,5%* for mobile displays, respectively, by 97,1% and 95,5%. and a satisfaction value of 86,5, or Acceptability Rating Acceptable, Grade Scale B, and Adjective Ratings excellent, which means it is feasible to use for users.

Keyword : *E-Commerce, Goal-Directed Design (GDD), System Usability Scale (SUS), User Experience*