

## ***ABSTRACT***

*Digital books are a form of technology utilization and the right choice to increase reading interest. Some digital book applications still have drawbacks, namely that users have difficulty analyzing books, cannot adjust the format of book writing, cannot save books, takes longer to search for book catalogs and unorganized book categories and book collections make it difficult for users to search for books. Therefore, user experience modeling is needed with the Goal-Directed Design method to make the user experience easy and achieve user goals. To evaluate the user experience model, usability testing is carried out with UEQ tools to measure the user's user experience and how well the user uses the user experience model. The results of usability testing with UEQ tools obtained that all components were in Grade Excellent with an attractiveness value of 2.83, a perspicuity of 2.70, an efficiency of 2.45, a dependability of 2.65, a stimulation of 2.80, and a novelty of 2.35. Using the goal-directed design method, the team has created a user experience model that aligns with the user's objectives. The team achieved this by enhancing the filter and reorder features within the book category, improving book storage, offering options to set writing format and background color, providing highlights and annotations, and enabling the organization of book collections. The user experience model created with these improvements offers a good user experience.*

***Keywords:*** *Digital Book, User Experience, Goal-Directed Design, usability, Usability Testing, User Experience Questionnaire.*