

ABSTRACT

The Investa Website is an investment platform that provides convenience to investors in managing their portfolios. However, the current application's complex and less intuitive user interface complicates users' investment activities. Therefore, this article aims to redesign the user interface of the Investa application using the Goal-Directed Design (GDD) method to enhance user experience and facilitate investors in achieving their investment goals. This research employs a qualitative approach with stages of user needs analysis, concept design, prototype evaluation and development, as well as testing with users. The user needs analysis stage is conducted through interviews and surveys to understand the goals, needs, and challenges faced by investors when using the Investa application. The analysis results are used to design a new user interface concept, focusing on achieving investment goals, information readability, and ease of use. The designed user interface prototype is then evaluated through testing sessions with users who have experience using the Investa application. Feedback obtained from the testing is used to improve the interface design and ensure its alignment with user needs and preferences. The results of this research demonstrate that by applying the Goal-Directed Design method, the user interface of the Investa application has been significantly improved. Investors find it easier to manage their investment portfolios, monitor investment performance, and execute transactions. The more intuitive and user-friendly design also enhances user satisfaction, reduces errors, and minimizes confusion while using the Investa application.

Keywords : *Investa Websit, user interface, Goal-Directed Design, investors, user experience.*