

**Perancangan Website Dokternak Menggunakan Metode *User Centered Design* dan *Goms Analysis* (Dokternak Website Design Using *User Centered Design* and *Goms Analysis Methods*).** Khafiddurohman Agustianto, S.Pd., M.Eng. as chief counselor.

**Widya Yuristika Oktavia**  
***Study Program of Informatic Engineering***  
***Majoring in Information Technology***  
Program Studi Teknik Informatika  
Jurusan Teknologi Informasi

### ***ABSTRACT***

*The results of interviews with the head of the animal health sector indicated that there was confusion in using or finding certain features on the Dokternak website. However, the results of a community survey show that users generally find websites easy to use. This difference in perception is the focus of research in building the next testing system. In this study, the Tobii Eye Tracker was used as a tool to measure the usability of the Dokternak website by recording coordinate data seen by users. Through the use of the GOMS Analysis method, the length of time it takes users to find features on the website can be measured objectively. The test results show differences in the appearance of the old Dokternak website and the appearance of the new Dokternak website. There is an increase in the speed of several test questions for the new Dokternak website display compared to the old display. For example, in question 1, the display of the new Dokternak website is 1 second faster than the old display. However, there are several questions that show a decrease in speed on the new display, such as questions 4, 7, and 8. These results provide an illustration of the efficiency of using the new display based on GOMS analysis. In addition, the output of the User Centered Design method is the appearance of the new Dokternak website which has been designed based on user needs.*

**Key words :** *Eye tracking, Usability Test, UI/UX, GOMS Analysis.*