

**Goal Directed Design Implementation For User Interface Design of Jember
Mini Zoo Promotion Website**

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ABSTRACT

Jember Mini Zoo (JMZ) is a mini zoo in Jember, East Java, that started operations in May 2021 with a focus on educational concepts. In addition to being used as a place of education, Jember Mini Zoo can also be used as a place of refreshing or recreation. This study applied the Goal Directed Design Method (GDD) in designing the User Interface (UI) for the Jember Mini Zoo promotion website. Usability evaluation is conducted through tests with variables of learnability, efficiency, memory, error, and satisfaction using a likert scale. The evaluation results showed positive reviews from visitors and Jember Mini Zoo admins of design usability, with high average scores. The overall average score was 3,32 for visitors and 3,74 for admins on a scale of 4. An evaluation using the likert scale shows that the design fits the user's needs, with the overall percentage reaching the range of 82% to 95%. In conclusion, UI design has successfully achieved the main goal of providing a good experience to Jember Mini Zoo visitors and admins, as well as providing a positive picture of the quality of the design that has been created.

Keywords : Goal Directed Design, User Interface, Jember *Mini Zoo*, Website Design