**Analysis and Development of GoRizki Jember *Website* User
Interface Using Goal Directed Design (GDD) and *User Experience
Questionnaire* (UEQ) Methods**
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ABSTRACT

Rumah Itqon Zakat and Infak Foundation or abbreviated as RIZKI was initially a socio-religious institution that established itself as a Zakat Collection Institution marked in 2017 by receiving a recommendation from BAZNAZ, as well as being marked by the determination as a City/Regency Scale Zakat Collection Institution through the Decree of the Ministry of Religion of East Java Province. This study applies the Goal Directed Design (GDD) Method in designing the User *Interface* of the GoRizki Jember *website*. Usability evaluation was carried out through testing with the variables *attractiveness*, *perspicuity*, efficiency, *dependability*, *stimulation* and *novelty*. The evaluation results showed a positive assessment from GoRizki *website* users of the design usability, with a high average value. The overall average value was 2.28 on a scale of 3 with the category "*excellent*". The evaluation quality showed positive results with a value of 2.35 for *Attractiveness*, 2.23 for Pragmatic Quality and 2.34 for Hedonic Quality. In conclusion, the User *Interface* design has succeeded in achieving its main goal of providing a *Good* experience to users of the GoRizki Jember *website*.

Keywords: *Goal Directed Design, User Interface, GoRizki Jember, Analisis, User Experience Questionnaire, Website, Desain*