Abstract

The culinary industry in Bandung, particularly among the younger generation, has seen significant growth in the use of online food delivery services. In response to this market demand, Dkampus, a start-up from Telkom University, has pivoted its business model to focus exclusively on food delivery. However, this transformation presents challenges, including intense competition and the need for a high-quality digital interface that aligns with business goals. This research emphasizes the critical role of user interface design in overcoming these challenges. Utilizing the Goal-Directed Design (GDD) method, the study follows a structured design process encompassing stages such as research, modeling, requirements gathering, framework creation, refinement, and support. The objective was to align the interface with user needs as well as the business goals of Dkampus. The final design was evaluated through usability testing with 20 participants, resulting in a System Usability Scale (SUS) score of 86, indicating a high level of user satisfaction and confirming the user-friendly nature of the interface. These results demonstrate the effectiveness of the proposed design in enhancing the overall user experience and support Dkampus's business model transformation into a focused food delivery service.

Keywords: online food delivery, user interface, goal-directed design, system usability scale.