1. **Introduction**

Background

Bandung, as a significant center for the growth of the culinary industry, has not only witnessed rapid growth in the culinary business but has also seen high adoption by the younger generation of online food delivery services. The rapid change in consumer behavior in Bandung reflects a shift towards the preferences of the younger generation, who increasingly rely on the convenience of food delivery application services [1]. With the existence of online food delivery applications, it has become easier to obtain the desired food without the hassle of going to the place where the food is sold [2]. This convenience has become a crucial factor in the daily lives of many, especially among the younger demographic who value time efficiency and ease of access. The younger generation's preference for digital interactions over physical ones has driven businesses to innovate and adapt quickly to stay relevant. This shift is not just a local phenomenon but part of a broader global trend where digital solutions are transforming traditional industries [1].

In response to this market demand, Dkampus, a digital-based start-up from Telkom University, has pivoted its business model to focus exclusively on food delivery. This strategic move aligns with evolving trends and positions Dkampus to cater effectively to its target demographic.

However, the transformation of Dkampus' business model to focus exclusively on food delivery has not been without its challenges. One of the primary difficulties lies in competing within a crowded market where the quality of digital interaction is crucial. Dkampus must ensure that its application not only meets the expectations of its users but also stands out against well-established competitors. Additionally, aligning the interface design with the company's business goals is another challenge, as any misalignment could result in a design that fails to attract and retain users, ultimately hindering the success of the business model transformation. These challenges highlight the critical need for a carefully crafted interface that effectively addresses these obstacles, ensuring that Dkampus can successfully pivot its business and maintain its competitive edge in the market.

Before the Dkampus application is developed, the user interface design phase becomes a critical step that cannot be overlooked. This phase is not just about creating a visually appealing interface but is integral to solving the challenges Dkampus faces in its business transformation. A well-designed interface serves as the primary solution to bridge the gap between the user and the system, ensuring the application is not only functional and intuitive but also aligned with the business objectives. By prioritizing the interface design, this research aims to create a platform that effectively meets user expectations and supports Dkampus in achieving its strategic goals.

In this study, the design process uses the Goal-Directed Design (GDD) method, which focuses on designing a user interface that aligns with specific business goals or objectives. The process starts by identifying these goals and designing a product or service to meet them. While user research is conducted, the primary emphasis is on business goals, guiding design decisions to ensure they are met [3]. In this project, the Agile software development methodology was adopted to ensure iterative progress and flexibility in the design and implementation of the Dkampus Online Food Delivery Service user interface. Agile was chosen because of its ability to accommodate changes based on user feedback and evolving business goals. The project was divided into multiple sprints, each focusing on specific aspects of the user interface design and development. Daily stand-ups, sprint planning, and retrospective meetings were conducted to monitor progress, address challenges, and refine the design. This approach allowed for continuous integration of user feedback, resulting in a product that is both aligned with business objectives and responsive to user needs. Following the GDD process, usability testing using the System Usability Scale (SUS) will provide quantitative measures of user satisfaction [4]. This testing phase is essential for evaluating the effectiveness of the Dkampus UI design in meeting its intended goals. SUS scores will help identify areas for improvement and ensure that the final design is user-friendly [4].

By embracing business transformation and interface design based on a deep understanding of user needs, Dkampus has the opportunity to become a leader in the online food delivery industry in Bandung. This background supports the urgency and relevance of Dkampus' user interface design as an integral part of this final project research, starting with an in-depth GDD method and measured by the results of usability testing using SUS. The insights gained from this research will not only benefit Dkampus but also contribute to the broader field of user interface design, providing valuable lessons for other businesses looking to innovate in the digital space.

Scope and Limitations

This study focuses on the design of the user interface for the Dkampus online food delivery application, using the Goal-Directed Design (GDD) method. The aim is to ensure the design aligns with Dkampus' business objectives and user needs. However, the design is limited to the customer-facing user interface and does not cover other aspects of the application, such as front-end management, back-end management, or infrastructure. The GDD method serves as the primary foundation, consistently guiding the design process to ensure a systematic approach. The success of the design is evaluated through usability testing, with the System Usability Scale (SUS) serving as the measurement tool. This evaluation seeks to assess the success of the design by

analyzing SUS results to ensure user satisfaction and verify that the final design is user-friendly. Despite these limitations, this study aims to make a significant contribution to improving the customer interface of the Dkampus online food delivery application.

Objectives

The objectives of the research focused on in this Final Project are to design the user interface for the Dkampus online food delivery service application, ensuring the design aligns with Dkampus' business objectives and user needs through the Goal-Directed Design (GDD) method. Additionally, the project aims to measure the success of the design through usability testing and analysis of System Usability Scale (SUS) results to ensure user satisfaction and that the final design is user-friendly.

Outline

In the structure of this Final Project journal, there are five main sections that are arranged in an organized manner. First, the Introduction section will provide an overview of the background of the problem, topic, and limitations of the research, as well as the objectives of the research conducted. This section aims to provide readers with an in-depth understanding of the context and importance of the research conducted. Furthermore, the Related Studies section will outline the theoretical basis that underlies this research. Information obtained from related studies will be used as a basis for compiling the modeling flow and methods used, which is the focus of the third section. This section will explain in detail the steps taken in the modeling process and the methods applied to achieve the research objectives. After that, the fourth section will highlight the results of the research and evaluation of the tests that have been conducted. This section will provide information about the main findings and analysis of the results obtained. Finally, the Conclusion section will outline the conclusions of the research based on the findings that have been obtained.