ABSTRACT

Internet has become one of much needed technology today because internet provides many benefits and conveniences in human life. Not only for information exchange, internet is also used in business activity, education, lifestyle, even in daily needs that are done through online shopping (e-commerce). indonesia has 83,7 million of internet users in 2014 and which is expected to reach 3 billion in 2015 (Market Research Institute e-Marketer, 2014). These conditions encourage the number of online trading services and the increasing variety of products and services offered so that the pattern of spending in Indonesia is changing. In running a business, the company must focus on customer satisfaction in order to survive. One way to give satisfaction to customers is by providing services. After doing research, there is no application that provides services needed by social media with one-to-one chat. In some of these pages, it is necessary to build an application with bag customization features that can be used more easily and faster.

The application in this research is built using waterfall software development method. before doing the development of application, firstly a survey was conducted to find out the needs of users about the bag customization application. The end result of this research is a web based application called Well Done Bag (WDB) by providing bag customization feature and a system for admin to manage all business processes and activites on WDB website.

Keywords : e-commerce, customization, waterfall.