

## ***ABSTRACT***

*Information technology and telecommunications play a role in the creation of telemedicine applications that are juxtaposed with medical science based on innovations in the health sector. Although in Indonesia telemedicine is still in the development stage and many shortcomings, however, this application has a very high potential in improving the medical image in society. Looking at the geographical conditions and the uneven distribution of the Indonesian population, there are still many Indonesians who have difficulty accessing public health centers, plus the lack of health practitioners in remote areas and islands. Halodoc is an application and website from Indonesia that is engaged in the health sector. The selection of case studies is because Halodoc is a telemedicine sistem that provides consultation services via chat, prescription, referral letters for hospitals to providing advice on actions for diseases listed on the Halodoc telemedicine application service, and to design a telemedicine application two methods are used, namely Iterative and Incremental methods. With this methodology, it is also designed to make business model analysis, business feasibility analysis, business plan analysis, competitor analysis, market potential analysis, and technical plan analysis.*

*Furthermore, in the design stage, business process design, data design, interface design, and infrastructure design are made. Based on the results of black box testing and user acceptance testing by validating all sources of patient needs, resulting in an application that is good, correct, and user friendly.*

***Keywords: Telemedicine, Iterative, Incremental, Halodoc***