

## **ABSTRACT**

*Istopila, a photography studio located in Sidoarjo, East Java, offers photography services such as Couple, Pre-wedding, and Wedding. The studio is currently facing several challenges, including difficulties experienced by the Istopila team in locating the customer's event venue due to incomplete or unclear information provided by the customer. Additionally, the lack of regular booking records by the owner has led to operational inefficiencies at Istopila. To address these issues and improve user experience, a geolocation feature is integrated into the service booking process. The geolocation feature allows customers to enter the location of their event, which helps the Istopila team easily find the address or location provided by the customer. Additionally, an automated order recording feature is implemented to ensure smooth operations at Istopila. The development method used is Extreme Programming (XP). XP was chosen because it allows for quick adaptation to changing user requirements. The XP method consists of four stages: planning, design, coding, and testing. Several planning activities were carried out, such as interviews with the owner of Istopila, to understand the issues faced by the studio. In the design stage, Unified Modeling Language (UML) is used to depict the interactions between actors involved in the system. In the coding stage, website development begins according to the design that was created. During this development phase, the Laravel framework and languages such as HTML, CSS, PHP, and Javascript will be used. In the testing stage, the website is tested to ensure it aligns with the design. This testing process includes black-box testing to ensure that the functionalities and features work as expected, as well as usability testing to ensure that the user experience meets the desired expectations. To support the development of the Istopila website, the Laravel Framework is used, taking advantage of its built-in features that facilitate rapid website development. The results of this research show that the application of the XP method and the integration of the geolocation feature successfully improved the user experience. Testing conducted using the black-box fuzzing method shows that all implemented features returned valid results 100% of the time, indicating that all features function as expected by users. Additionally, usability testing using the User Experience Questionnaire (UEQ) provided positive results. The UEQ measures various aspects of user experience, including pragmatic quality, hedonic quality, and attractiveness. Pragmatic quality, which focuses on the system's functionality, received an average score of 1.79, indicating excellent results. Hedonic quality, which focuses on aesthetic aspects, received an average score of 1.40, indicating good results, while attractiveness received a score of 1.79, indicating excellent results.*

*Keywords — Extreme Programming, Geolocation, Laravel Framework*