

ABSTRACT

ONLINE SHOP WEBSITE DESIGN USING THE AGILE METHOD CASE STUDY: FAMILY BUSINESS

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The development of technology in the current era of globalization is something that cannot be avoided, especially in the field of trade. Conventional buying and selling methods are now considered inadequate to support the development of the trade sector. Usaha Dagang (UD) Keluarga (UD), a conventional store that sells household necessities, needs a website to expand market reach, simplify the buying and selling process, and become an effective promotional medium. The creation and development of the UD Keluarga website is carried out using the agile method, which consists of 6 phases: Planning, Implementation, Software Testing, Documentation, Deployment, and Maintenance. In the planning stage, the website framework is designed, then implemented using the PHP programming language with the Laravel framework. The result of this research is the creation of a website system that not only functions as a medium for selling household needs, but is also able to provide sales data reports, transaction recaps, and product data management efficiently, with black box testing that gets the results of feature functionality running very well and as expected. This will help owners and potential customers in carrying out buying and selling activities on the UD Keluarga website.

Keywords: e-commerce, agile methods, website, blackbox, design