

ABSTRACT

PETSHOP WEBSITE DESIGN USING AGILE METHOD CASE STUDY: ZAHRA PETSHOP

The development of digital technology in recent years has made all individuals tend to prefer efficient activities that can be done in various locations and unlimited time. The use of internet technology is expected to bring significant benefits to the competitive business world, because in this era internet technology is developing rapidly and has a significant impact on increasingly tight business competition. Zahra Petshop is a shop that provides animal health services and sells pet supplies, cat boarding, cat care, cat adoption services and delivery services to veterinarians, Zahra Petshop faces obstacles in marketing and still uses a manual data recording system, which causes errors in data recording, including stock of goods and financial reports. For marketing media and product promotion, a website design is needed that did not exist before. This website is designed using the Agile framework with the Extreme Programming model, which consists of four main stages, namely Planning, Design, Coding, and Testing. The development of this website has succeeded in increasing Zahra Petshop's sales and providing a more optimal shopping experience for customers. System testing is carried out by applying the Blackbox method to assess system performance and functionality.

Keyword: Website, Planning, Agile, Petshop