

ABSTRACT

MOBILE APPLICATION DESIGN FOR RETAIL STORE MANAGEMENT USING RAPID APPLICATION DEVELOPMENT METHOD

(Case Study : Toko Retail Kenanga)

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Information technology is a technology designed to process data, manipulate data and store data to obtain quality, relevant, accurate and timely information for the needs of activities. The research proposes the development of mobile applications for inventory management using Rapid Application Development (RAD) methodology, in particular using the Flutter framework with the Dart programming language. The RAD and Flutter selection aims to accelerate the development process, ensuring responsive applications for the Android platform. The main focus of the research is on efficient stock management, real-time stock monitoring, and improved operational efficiency, user satisfaction, and revenue. By implementing mobile applications, Kenanga stores aim to simplify inventory processes and improve overall operational efficiency. The user-friendly application interface is expected to facilitate inventory management and provide accurate stock monitoring. The expected outcome is a mobile application that is tailored to the specific needs of the Kenanga Store, which contributes to its operational efficiency and competitiveness in the retail market. The study highlights the potential benefits of modernizing traditional retail practices through digital solutions, providing valuable insights for similar small facing similar challenges. The results of this report are mobile applications that are taught to meet the needs of Kenanga store, contributing to operational effectiveness and competition in the retailing market. Suggestions for further development include UI/UX enhancements and additional features for customers.

Keywords: Blackbox, Rapid Application Development, System Usability Scale.