ABSTRACT

E-COMMERCE WEBSITE DESIGN USING RAPID APPLICATION
DEVELOPMENT (RAD) METHOD AT FIB COFFEE SHOP

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The process of buying and selling coffee at the FIB Coffee shop is still carried out conventionally or using the usual methods that are carried out as in shops in general. Customers come to the store or via chat on WhatsApp, then place an order for a product. Based on interviews with shop owners, the problem that occurs when ordering directly is that customers have to make an effort to go straight to the store and again if the product is empty it will take time. In terms of promotion, it is still done traditionally by word of mouth, this is very ineffective because the reach of such promotions is not wide. Based on these problems, this research will design and build website-based applications. The development method used is Rapid Application Development. Information system implementation will be made using the PHP programming language with the Laravel framework. The results of the Black Box testing show that the functionality of the system is running well and can be used.

Keywords: Rapid Application Development, E-Commerce, Website