

## ***ABSTRACT***

*Internet had brought a huge change in human life, not only for information exchange, but also the ease in many field, such as education (e-learning), life style, entertainment, job vacancy seeking and online business (e-commerce). E-commerce company in Indonesia develops even more along with the raising number of internet user who does online shopping. One to higher level of competition in this field, we have to raise our awareness on what consumers needed the most. For achieving customers satisfaction, producers can use service customization as an effective instrument. Regarding a nonexistence bag customazation website in indonesia, this particular customazation method can be utilize to attract more consumers.*

*WDB is a bag customized e-commerce site that has a role as mediator between the bag producer with the customers beside bag customazation there is also products recommendation provided by WDB to help customers shop at ease. Waterfall method as well as Lean canvas are used for site development and business modeling respectively.*

*Keywords: Customized, e-commerce, waterfall, product recommendation*