

ABSTRACT

THE DESIGN OF AN E-COMMERCE APPLICATION WITH A WEB BASED ON STARTUP BALON PARTNER

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Balon Partner is a startup business to facilitate decorations of party by providing a website where consumers can choose a product that suits their taste and budget. Balon Partner will fill the need of a market where buyer and seller can do their business using the advantage and conveniences offered by the technology driven by internet. Balon Partner is developed following scrum methodology and use lean canvas as a basis on its business analysis. Using an e-commerce approach Balon Partner open an opportunity and competes well with other conventional decorating services.

Keywords: *e-commerce, canvas, scrum, lean website, party planner, Balon Partner*