

ABSTRACT

E-commerce is one of form of use internet technology in advancing business ventures. E-commerce is an activity related to buying, selling, marketing goods or services using the internet. Linda shoes are micro, small and medium enterprises (UMKM) in the field of manufacturing and selling handmade shoes. In this business process this UMKM performs conventional methods, this causes frequent queues and takes up a lot of customer time. This problem will not occur if the e-commerce website is applied

Looking at the current problems, a website e-commerce reservation shoes using iterative and incremental method is developed. These methods are utilized in 4 (four) phases, that are inception. elaboration, construction and transition. The analysis and designing of this system utilize UML. This program development utilize PHP Programming language with the CodeIgniter Framework. The system is tested based on validation of users feedback by usability testing.

Output of this research is a website e-commerce reservation shoes. Based on tests, the system would be capable of helping customer in ordering shoes. Suggestion for this research is adding features that would fit the development of website e-commerce shoes reservation in the future. Which are adding live chat feature, interface upgrades, and perfecting the process of ordering shoes.

Keywords : *ecommerce, iterative & incremental*