

ABSTRACT
DESIGN AND BUILD A WEBSITE BASED SALES SYSTEM
USING THE RAPID APPLICATION DEVELOPMENT
METHOD
(CASE STUDY: TOYAN CAFE)

By

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Websites for sales systems are a practical solution to support business in the digital era. The application of the methods used for research allows the optimization process to be swift and flexible, with an iterative approach, which focuses on repeated prototyping and user evaluation. This helps ensure the system being developed is aligned with users. This research uses black box testing to evaluate external functions without examining the source code. Based on test results, all features operate according to the designed guidelines, with validation achieving a score of 100%. With these results, the system is declared to function optimally and meets functionality standards. At the user experience evaluation stage, the System Usability Scale approach was used to assess website user comfort. Score calculation is done by separating odd and even questions. For odd questions, the score is calculated using a formula (value - 1), while for even questions using the formula (5 - selected value). Meanwhile, the way to calculate the final score is by multiplying the results of all data by 2.5. From 8 respondents, the total score reached 725, so the average SUS was 90.63. This score is included in the Acceptable category with grade A, indicating that the website is in the very worthy category and provides a high quality standard user experience. Through a RAD approach, black box testing, and usability testing analysis, this website-based sales system is proven to be responsive and meets store expectations.

Keywords: Sales System, Website, Rapid Application Development, Blackbox Testing, Usability Testing