

ABSTRACT

DESIGN AND DEVELOPMENT OF A CUSTOM CAKE AND SALES SYSTEM USER INTERFACE FOR FIORFIORE SHOP BASED ON A WEBSITE USING THE UCD METHOD

by:

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The focus of this research is to design and develop an interface for Fiorfiore Shop to receive ordered customized cakes and sell them using the User-Centered Design method. Fiorfiore Shop has been renowned for customizing cakes since 2015, but it still uses manual ordering and promotion through social media, which badly affects its efficiency. The system is intended to simplify ordering customized cakes through a website interface. This research, using User-Centered Design, ensures that the system is built based on user needs regarding the customer and administrator perspectives. The project was developed using PHP, HTML, and CSS. The results were an easy-to-use website, simplifying ordering, expanding visibility for the shop, hence improving the customer experience and boosting sales.

Keywords : User Interface, Custom Cake, UCD, Website, Fiorfiore Shop