Design and Development of a Bouquet Ordering and Photography Service System at* Flo.do *Using the Rapid Application Development Method
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ABSTRACT

The development of digital technology has driven the transformation of conventional services into information system–based services, including in the bouquet and photography service industries. Flo.do*, a business that provides bouquet and photo services, still manages orders manually through social media, which often results in issues such as unstructured catalog information and frequent order recording errors. This study aims to design and develop an online ordering system using the Rapid Application Development* (RAD) *method.* RAD *was selected due to its fast and iterative development stages, allowing direct user feedback during the development process. The system developed is a website that facilitates bouquet ordering, photo service booking, and order data management in a more structured and integrated manner. The system was developed using Laravel as the backend framework, Bootstrap for the frontend, and MySQL as the database management system. The research stages include literature review, interviews, system development using the* RAD *method, and testing using Black-Box testing and the System Usability Scale* (SUS). *The implementation results indicate that the system is able to support integrated bouquet ordering and photo service booking while improving order data management. Based on* SUS *evaluation, the system achieved a score of* 86,9 *which falls into the Acceptable category with a Grade B and an Excellent adjective rating, indicating that the system has a high level of usability and is suitable for use.*

Key words*: Flower bouquet, Online ordering system, Photography services, Rapid Application Development, System Usability Scale*