UNIVERSITI TEKNOLOGI MARA

# Bellabox KL Bouquet Ordering System using UX Honeycomb theory.

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# ABSTRACT

The BOS for BellaBox KL Sdn. Bhd. is meant to help the company get rid of operational inefficiencies in its manual way of managing orders. By leveraging e-commerce and IT, this project proposes an online platform that will help in streamlining bouquet customization to improve customer satisfaction and overall business performance. The BOS, in its development with the SDLC using a Prototype Model, offers product, secure payment gateways, real-time order tracking, and multi-role access for administrators, staff, and customers. This system focuses on ease of use, efficiency of operation, and scalability to achieve all the goals that BellaBox KL is pursuing in growth and issues of sustainability within the florist industry, something that is competitive. The developed prototype was tested for its usability using System Usability Scale (SUS) with 41 participants, and the results yielded an average SUS score of 85.30 which is in the Grade A (Best Imaginable/Excellent) category, suggesting that the system has high usability and acceptance from the users. In conclusion, the results obtained show that the BOS prototype was able to meet the aims of the study by creating an effective and user-friendly bouquet ordering system.