

ABSTRACT

At this time a distribution store or called as “distro” is a trend among young generation. The presented concept of clothing is very suitable for the tastes of today's young people to look attractive. It cannot be denied that business has been a plague in big cities. Teddy Brook is a “distro” concept clothing store located in Yogyakarta. Currently the promotion is still limited to social media such as Instagram and Facebook. To increase selling items an integrated information system through an e-commerce website is needed. This information system is expected to be an alternative promotion and transactions are easier than ever before, more effective and more efficient. Internet network make easy transactions at anytime and anywhere. Besides, by using this website, the data are structured and computerized. This makes easier to manage all data. The problem that often happens is the number of similar items so that sometimes users forget about items that have been purchased, while they want to buy them back. For this reason, User Experience is needed for data disbursement that is applied to e-commerce systems to recommend items that have been purchased by distinguishing the appearance and search of goods between users who have never made transactions with users who have made transactions. Utilization of User Experience that is applied to the sales system can help users to display or recommend items that have been purchased.

Keywords : Web, Clothing, Distro, E-Commerce, User Experience