

ABSTRACT

The Natural In Cosmetic (NIC) e-commerce application, built on a Laravel architecture, was developed to provide a more intuitive and interactive user experience. This final project aims to enhance the interactivity and user experience of the NIC application. The methodology began with an analysis of interactivity requirements on the user interface, followed by the implementation of client-side scripting. This approach utilizes the jQuery library for dynamic DOM manipulation and AJAX techniques to fetch data from the server without page reloads. Key features developed focus on improving interactivity across several crucial modules, including more dynamic data management within the Member, Product, and Sales modules, as well as the real-time presentation of reports and commissions on the main dashboard. The tools employed include the Laravel framework for handling both backend and frontend, the jQuery library as the core technology for interactivity, Bootstrap for the UI framework, and ApexCharts.js for data visualization. In conclusion, this implementation successfully transformed the application's interface, making it more responsive and efficient, thereby significantly improving how users can monitor and manage their business activities on the NIC platform.

Keywords: E-Commerce, jQuery, User Experience, Interactivity, Laravel, Client-Side Scripting