



SERVICIO NACIONAL DE APRENDIZAJE



CENTRO DE SERVICIOS
EMPRESARIALES Y TURÍSTICOS – CSET
SHEET 2993128

SOFTWARE ANALYSIS AND
DEVELOPMENT



IMPLEMENTATION OF SOFTWARE-TYPE TIC SOLUTION FOR THE MANAGEMENT OF SERVICES TO CUSTOMERS OF THE COMPANY RELOJERÍA DURÁN, IN THE CITY OF BUCARAMANGA, SANTANDER.

RDWATCH

A large, stylized logo for "RDWATCH". The letters are outlined in dark blue. The 'R' has a circular swirl at the top. The 'D' is a vertical rectangle with a diagonal line through it. The 'W' is formed by two V-shapes meeting at the bottom. The 'A' is a simple vertical rectangle. The 'T' is a vertical rectangle with a diagonal line through it. The 'C' is a vertical rectangle with a diagonal line through it. The 'H' is a vertical rectangle with a diagonal line through it.

INTRODUCTION

Facing the challenges of a digital market, RDWATCH seeks to transform the customer experience at Relojería Durán.



ANALYSTS

JUAN SEBASTIÁN DURÁN CORZO
FRANZ ANDERSON VALERO GOMEZ



THE ADSO TECHNOLOGIST WORKS DEVELOPING SOFTWARE SOLUTIONS IN WHICH HE PROVIDES PERSONAL SERVICES AS AN INDEPENDENT SOFTWARE ANALYST, DESIGNER AND PROGRAMMER, IN SPECIFIC PROJECTS ACCORDING TO THE NEEDS OF THE SERVICE, HAS THE ABILITY TO SELF-LEARN AND UPDATE HIMSELF ON NEW SOFTWARE DEVELOPMENT TRENDS IN THE MARKET.



rdW



JUSTIFICATION

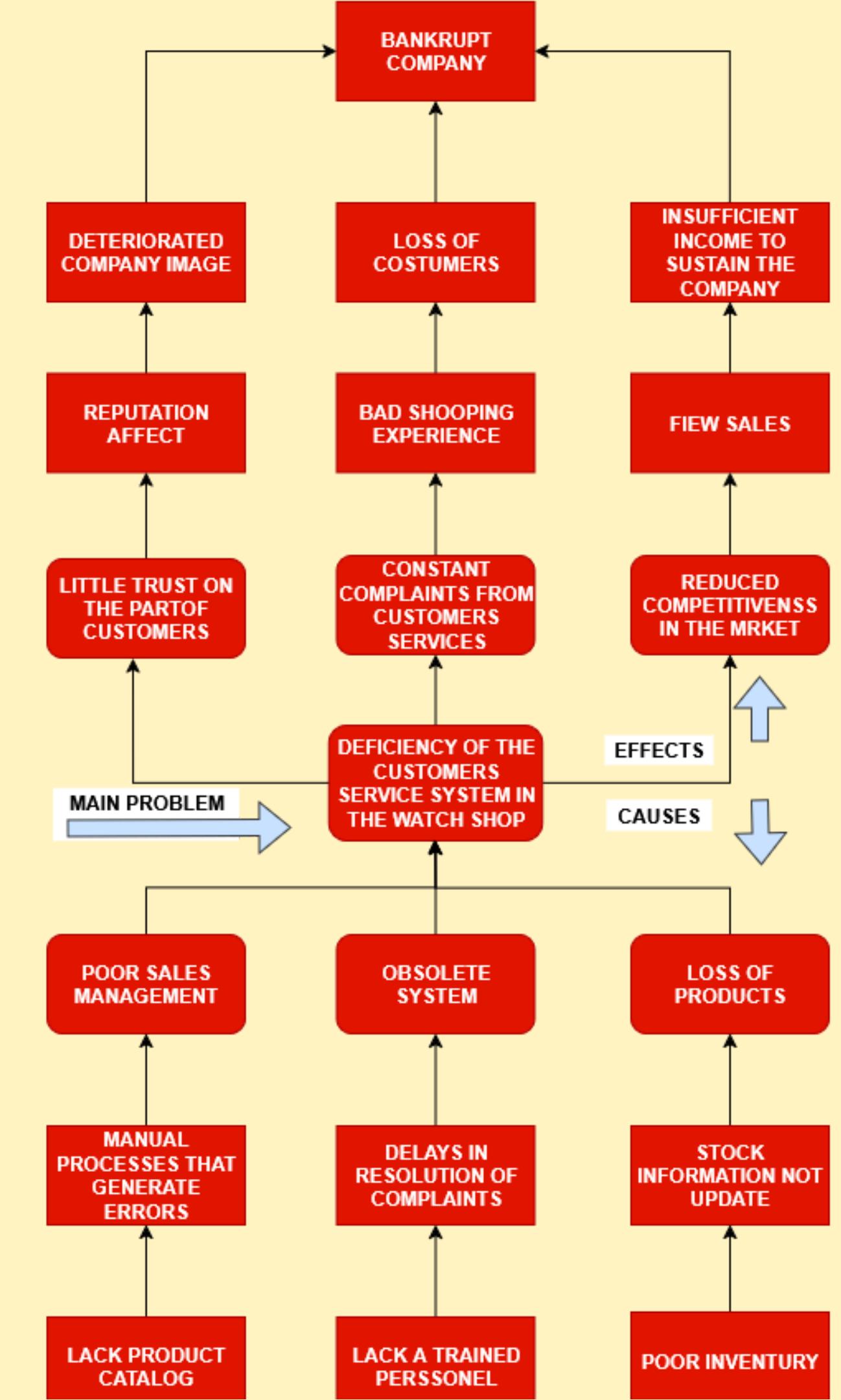
We developed RDWATCH to modernize Durán's customer services. The digital platform will address deficiencies in the current system, improving the user experience and addressing lost customers and complaints.

DEFINITION OF THE PROBLEM

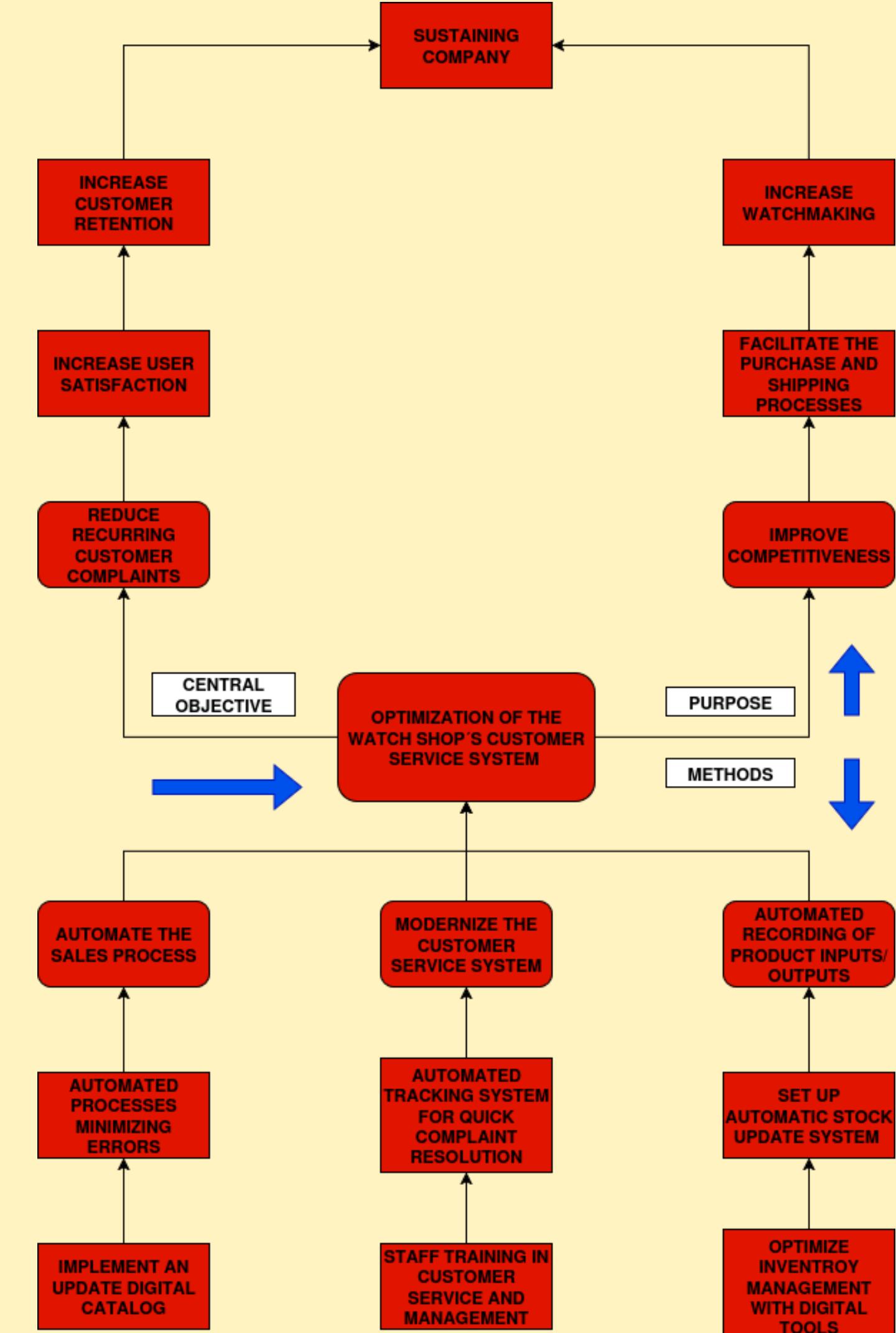
Relojería Durán faces a significant deficiency in its current customer service system. The absence of effective digital channels limits customer interaction and autonomy.



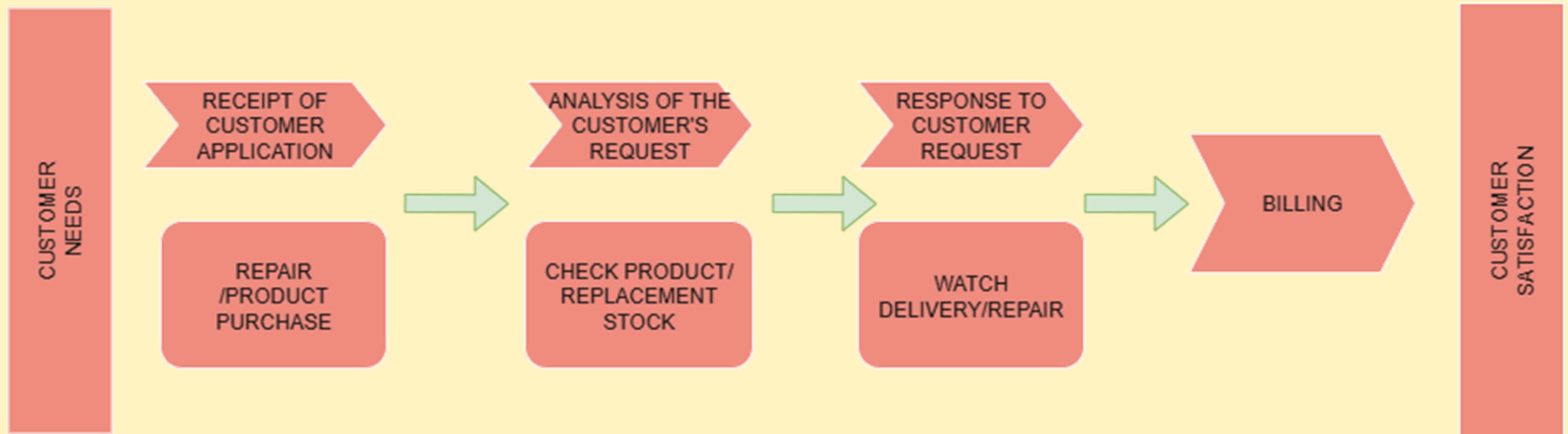
PROBLEM TREE



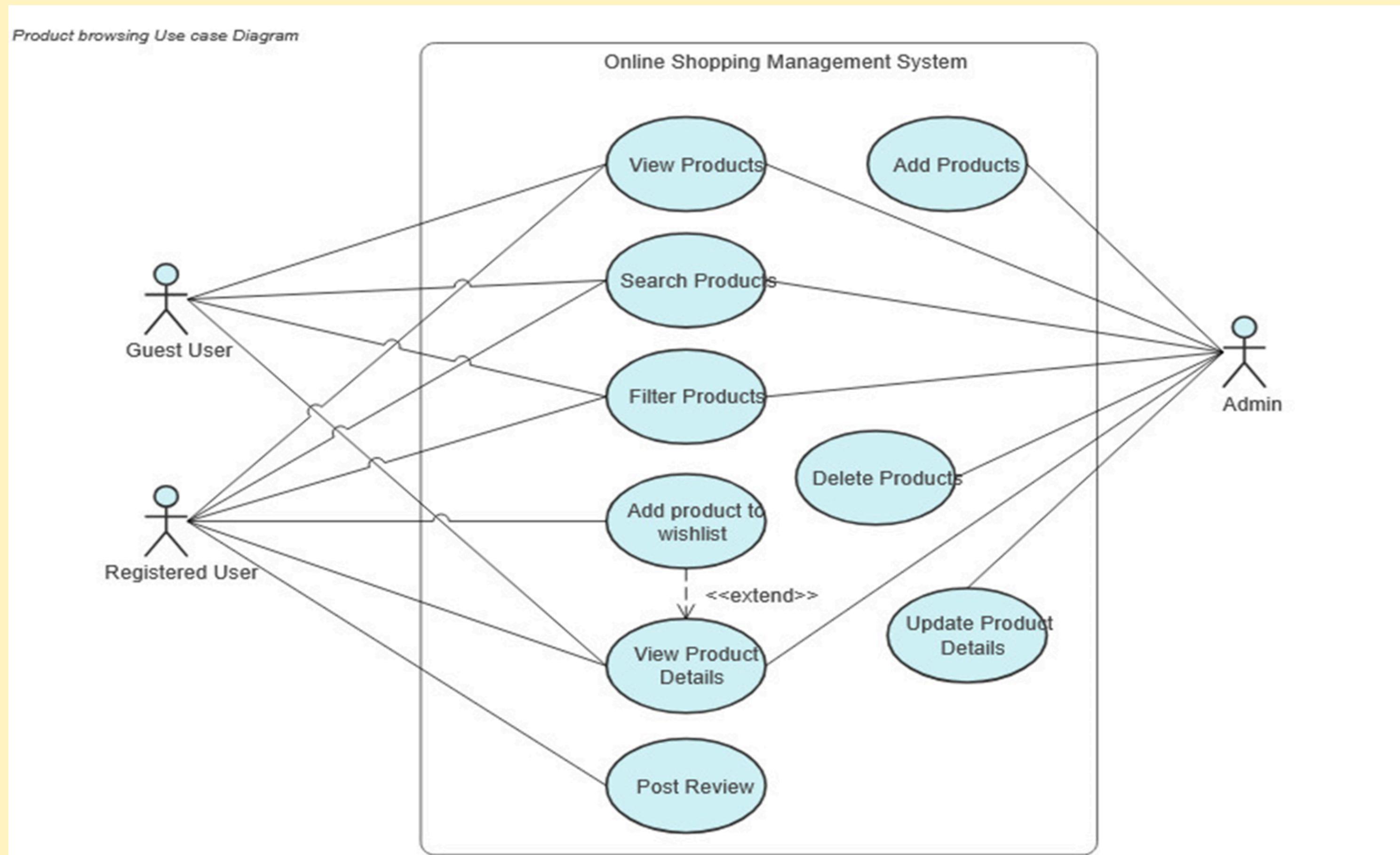
OBJECTIVES TREE



PROCESS MAP



USE CASE



Menú

RELOJES ROLEX

OYSTER PERPETUAL

Más información >

SUPERLATIVE CHRONOMETRE
OFFICIALLY CERTIFIED

Oyster Perpetual

rdW

TISSOT

A screenshot of the TISSOT website homepage. The background is a close-up photograph of dark, wavy ocean water. In the center, a TISSOT Seastar chronograph watch with a blue dial and matching blue leather strap is displayed. The TISSOT logo is at the top left, and a search bar with the word "BUSCAR" is at the top right. The menu bar includes links for "HOMBRE", "MUJER", "COLECCIÓN", "NOVEDADES", and "CORREAS". A call-to-action button at the bottom left says "DESCUBRIR".

Person Registre su reloj para acceder a la garantía digital de su colección

MARCA ATENCIÓN AL CLIENTE

T+ TISSOT

BUSCAR

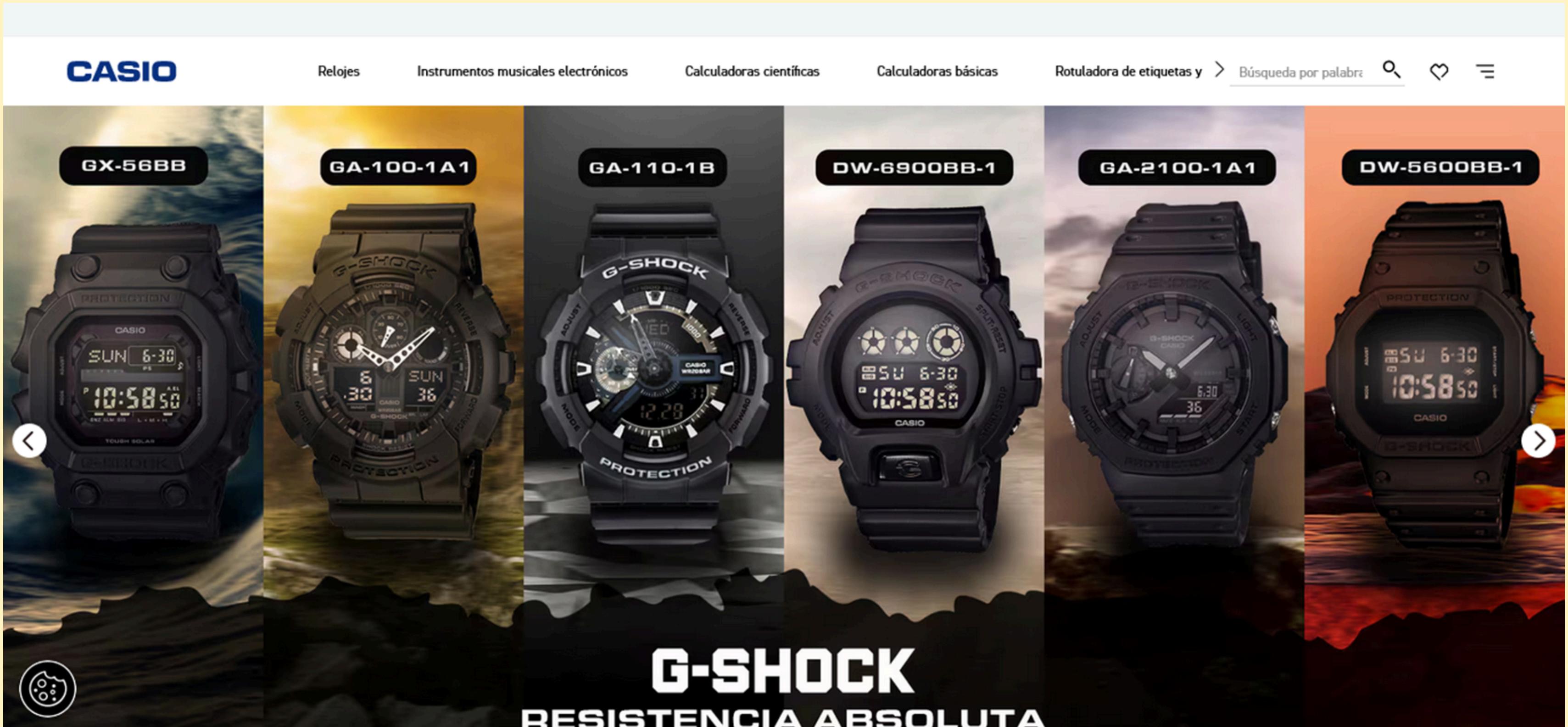
HOMBRE MUJER COLECCIÓN NOVEDADES CORREAS

Nueva colección Seastar

DESCUBRIR

CASIO

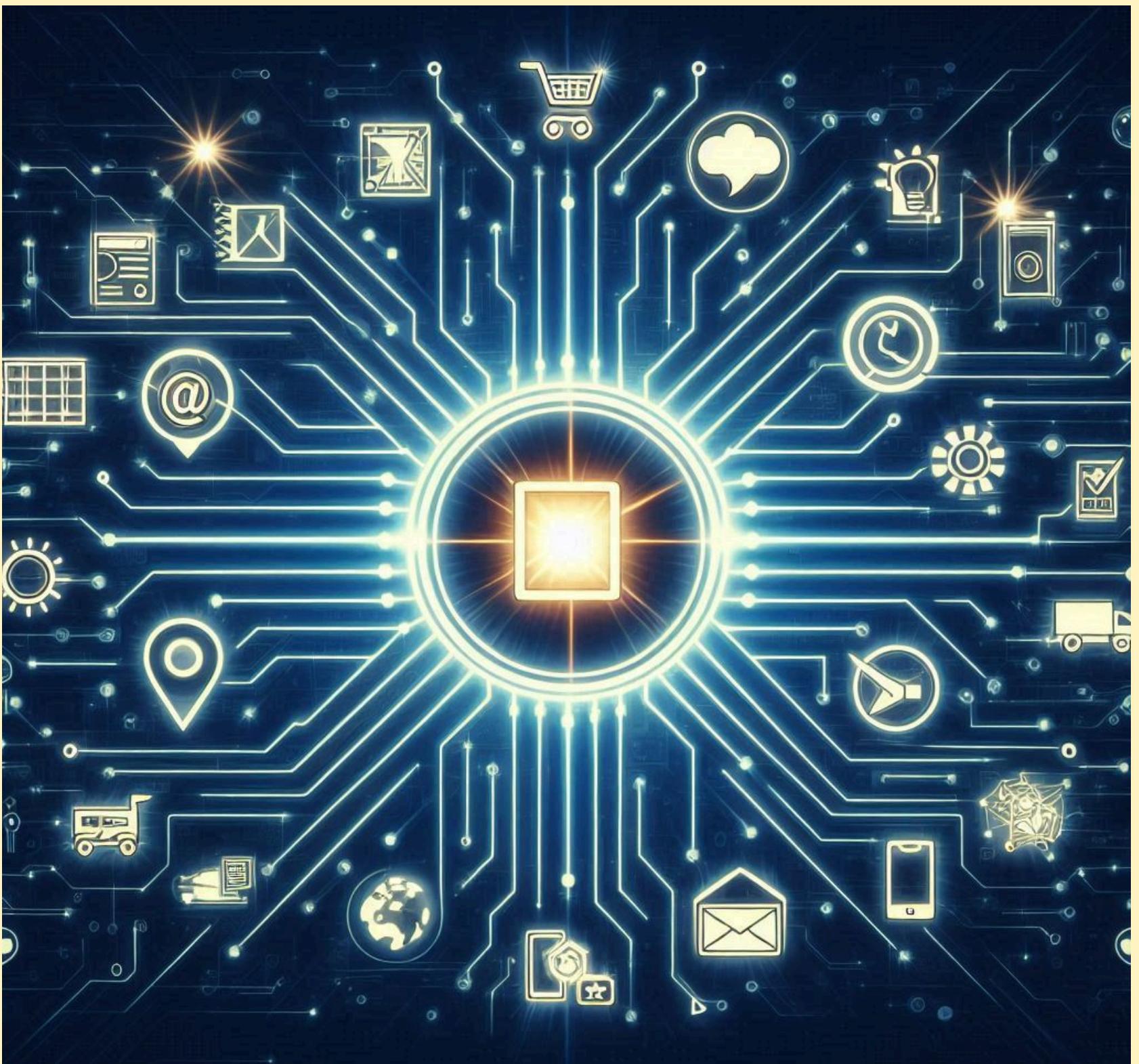
Relojes Instrumentos musicales electrónicos Calculadoras científicas Calculadoras básicas Rotuladora de etiquetas y > Búsqueda por palabra: 🔍 ❤️ ≡



G-SHOCK
RESISTENCIA ABSOLUTA

GENERAL OBJECTIVE

Optimize the integral management of services to Relojería Durán's customers by implementing the RDWATCH Web Platform.



SPECIFIC OBJECTIVES



IMPLEMENT A TECHNOLOGY PLATFORM TO ENABLE ONLINE SALES OF WATCHES AND WATCH PARTS.



DEVELOP AN INVENTORY MANAGEMENT SYSTEM TO FACILITATE THE UPDATING AND CONTROL OF AVAILABLE PRODUCTS.



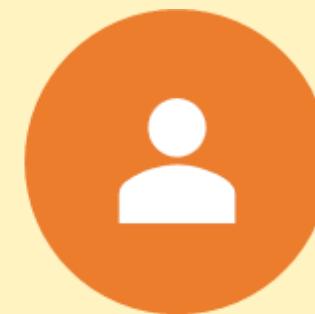
IMPLEMENT AN AUTHENTICATION MODULE AND USER PROFILES.



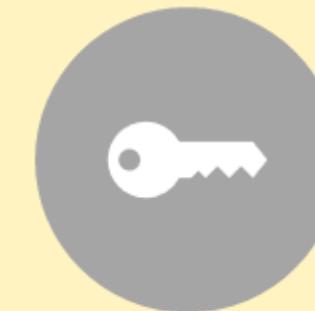
SET UP A SECURE AND RELIABLE ONLINE PAYMENT SYSTEM.



AUTOMATE NOTIFICATIONS FOR ORDER STATUS.

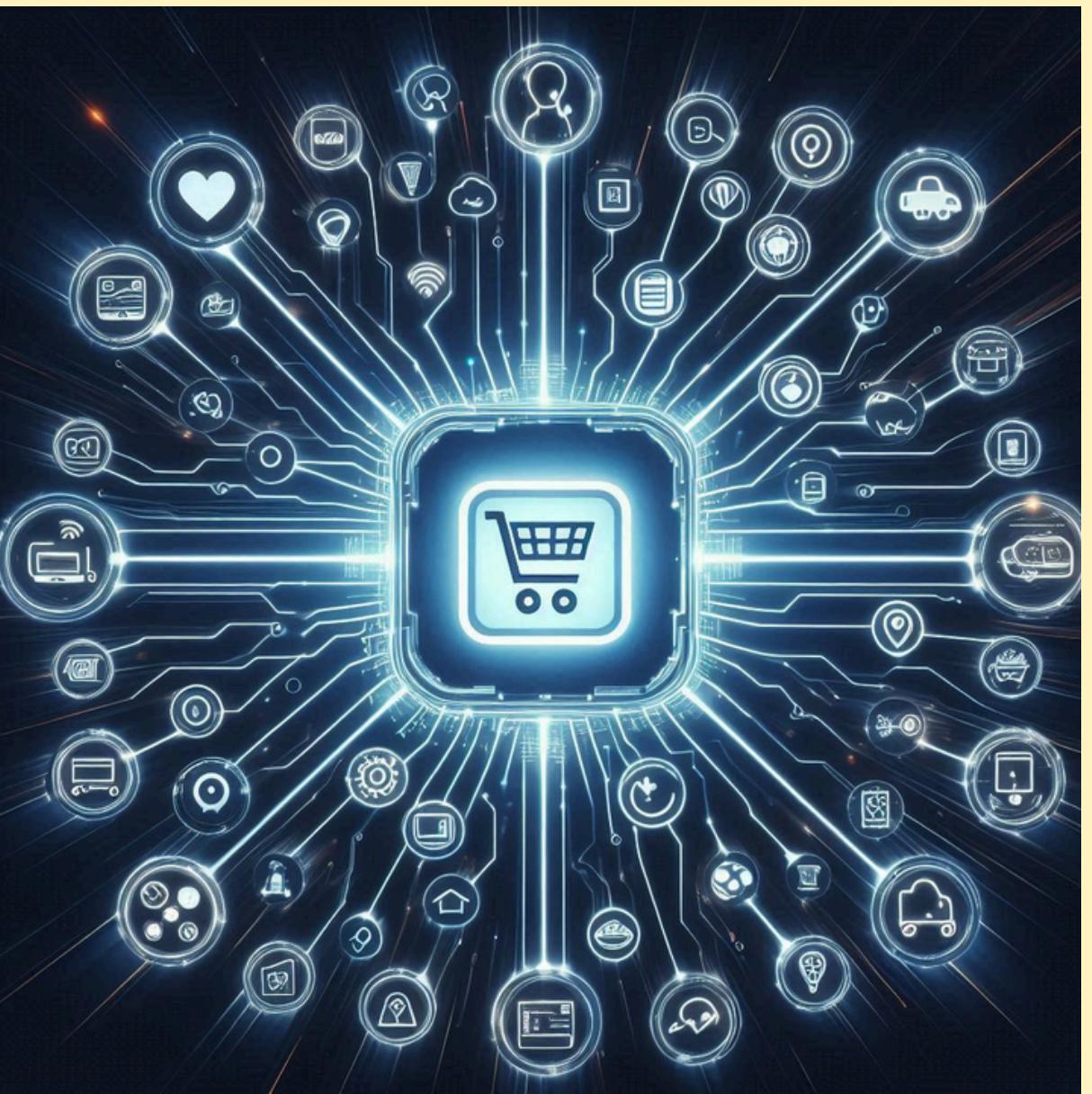


DEVELOP AN ADMINISTRATION PANEL FOR THE MANAGEMENT OF PRODUCTS, ORDERS AND CUSTOMERS.



ENSURE THE SECURITY OF THE PLATFORM THROUGH ENCRYPTION PROTOCOLS.

CONCLUSION



**Thank you for your
attention!!**