

| **1. Final APT Project Report** |
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| The purpose of this report is for you to describe the most relevant aspects of your APT Project. It is important that you justify the decisions you had to make throughout the process.  Below, you will find different fields that you must complete with the requested information, which summarize your APT project and its main results. |

| Project name | ***Process digitization and website development for the SME "Happy Huapi"*** |
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| Area(s) of performance | * Software development * Requirements engineering * Digital transformation of SMEs |
| Skills | * Design and develop IT solutions applying software engineering principles. * Identify technical and functional requirements in real contexts to propose efficient solutions. * Apply technological tools to improve organizational processes. * Manage IT projects based on objectives, timelines, and resources. |

| **Contents of the final report** | |
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| 1. Relevance of the APT project | Every project, whether it is an innovation, product, or service, aims to respond to a situation or problem. In this case, the project seeks to digitize the SME Happy Huapi, an organization that currently manages its processes in an analogical way, which limits its visibility, reach, and competitiveness in an increasingly digitized market. The central problem lies in the need for digital transformation of small and medium-sized enterprises that do not yet have an online presence. In the case of Happy Huapi, this lack of digitization hinders the promotion of its products/services, restricts access to new customers, and reduces its ability to grow in the face of competition. This project is relevant in the field of computer engineering, as it responds to a real and frequent problem: the technological adaptation of traditional businesses. The development of a website for Happy Huapi will allow for the application of professional knowledge in design, programming, user experience, digital communication, and content management, providing a concrete and impactful solution.  The context of the problem is located in Chile, Metropolitan Region, an area where SMEs play a fundamental role as generators of employment and drivers of the local economy. In this environment, digitization is not only a tool for modernization, but also a strategic requirement for sustainability and competitiveness.  The situation directly impacts:  Happy Huapi, by providing it with a platform to expand its reach. Current and potential customers, who will be able to access clear and up-to-date information about its products/services. The local community, by strengthening the visibility and permanence of the SME.  The value of this project lies in providing Happy Huapi with a comprehensive digital solution that will strengthen its market position, improve its communication with customers, and lay the foundations for future growth strategies (such as online sales or digital marketing). From a professional standpoint, this project represents an applied exercise in technological and management skills, contributing to the development of skills that are in high demand in the workplace. |
| 2. Objectives | General Objective:  To develop a functional, manageable website tailored to the needs of Candy Bar Happy Huapi, allowing it to modernize its digital presence, optimize communication with customers, and improve its commercial reach by integrating a catalog of products and services, an online quotation system, and interaction tools that strengthen its market positioning.  Specific Objectives:  **Define the functional and technical requirements** necessary to ensure that the website meets the needs of the SME.  **Design the website interface** ensuring usability, accessibility, and visual consistency with Happy Huapi's identity.  **Develop and implement a digital catalog** organized into categories, with photographs, descriptions, and filters that facilitate user navigation.  **Implement an online quotation system** that allows customers to request quotes quickly and efficiently.  **Integrate direct communication tools** (contact form, WhatsApp button, and email) to strengthen customer interaction. **Incorporate a booking calendar** to manage event availability and better organize logistics.  **Perform functionality, compatibility, and quality tests** on different devices and browsers, ensuring an adequate user experience.  **Train the client in website administration** so they can update content and manage requests independently. |
| 3. Methodology | To address the identified issues and meet the objectives set, the *"Digitalization of Candy Bar Happy Huapi"* project will be developed using an agile methodology based on Scrum principles, adapted to the time and resources available. This methodology is characterized by working in short iterations (sprints), prioritizing constant communication with the client, and delivering functional progress in a progressive manner, which allows for adjustments to be made based on the feedback received.  This methodology will allow the project to move forward in an organized manner, with partial deliveries and periodic reviews, ensuring that the final solution effectively responds to Happy Huapi's needs and meets the proposed digitization objectives. |
| 4. Development | The development of the project "Digitization of processes and website development for the SME Happy Huapi" was structured in several stages that allowed it to advance in an orderly manner consistent with the objectives set.  In the first stage, requirements were gathered, identifying the main needs: to have a digital presence, to have a manageable catalog, and to establish a reservation system for events.  Subsequently, the design stage was carried out, in which the structure of the website was defined.  The next phase was development and implementation, in which the main functionalities were programmed using the Django framework. An exclusive login system for administrators was implemented, as well as a product catalog with internal management capabilities and a reservations section that allows users to view date availability and manage customer requests.  Finally, unit tests were performed using Python.  Among the main facilitators, the organization and collaboration of the work team stood out, which allowed for the distribution of responsibilities and maintained fluid communication during all stages of the project.  Among the difficulties were technical challenges related to the configuration of the PostgreSQL database and the implementation of the authentication and logout system within the Django environment.  These difficulties were addressed through research, collaboration among team members, and continuous testing, which made it possible to resolve the issues. |
| 5. Evidence | The main evidence supporting the development and results of the APT Project includes:   * A functional website developed with Django, which integrates a login system, catalog, reservation management, and administrative panel. * Screenshots showing navigation, user interface, and administrator functionality. * Source code repository where the APT project is located. |
| 6. Professional interests and projections | The APT Project represented a significant opportunity to delve deeper into the area of web development and IT project management applied to real-world contexts. Through this work, it was possible to consolidate knowledge in programming, databases, and interface design, as well as strengthen soft skills such as effective communication and team organization.  This process reaffirmed my professional interest in software engineering and the development of technological solutions that contribute to the modernization of small and medium-sized businesses. My initial interests remained, but were complemented by a broader vision of the importance of user experience.  We would like to continue to deepen our knowledge in the area of development, especially in the field of web development and the creation of digital solutions that respond to the real needs of people and businesses. This project allowed us to strengthen our technical and teamwork skills, as well as confirm our interest in continuing to grow professionally in the field of computer science and technology. |