Project Proposal

Group 23
Jay Chuang 30062093
Duan Le 30063948
Hunter Coles 30078896

Introduction

Currently, there is no efficient way for our client's customer to book appointments and conduct safe COVID-19 and health screenings without a website. Our goal is to develop a website with an easy and intuitive appointment booking system along with an online health screening service to aid in day-to-day operations in addition to the promotion of the business. The collected information will be securely stored in a database for future references. The motivation behind this project is to provide an affordable and personalized website for a small business. Following this introduction, we will define our problem definition and provide a proposed solution.

Problem Definition

When an entrepreneur starts their own business, one of the first problems that they run into is having a troublesome time trying to spread the world about their product or service as well as finding effective and fast ways to help their clients. This problem is interesting especially during the current year because of COVID-19. This year everyone has been in their homes and away from their jobs. The current solution to this according to the BBC News [1] is paying google to advertise their company website on searches. They say that it is "their way of letting customers know that they are still around". Right now nobody wants to visit new places and that's why it is important that businesses have an online presence. Also, there is no efficient way for our client to collect customer information for their massage clinic. The problem is not currently solved, as the only way to find out about the business is through word of mouth, and appointments can only be booked through email and phone calls.

The solution we have proposed is similar to most companies in that it is very hard for a company to survive without a platform that customers can interact with wherever they are. An improvement that we could make to our solution could be to target our website to the demographic of people starting to come out of their homes after the quarantine.

Proposed Solution

The proposed solution to the problem is to develop an API for a website that possesses multiple features to help run a massage therapy business smoothly. This project will make booking appointments easier through an online service. By having a calendar on the website with multiple dates and times available for appointments, clients will have an easy time finding a date that works for them. All the available times, booked times, and previous bookings can be stored in a database.

During the difficult times of COVID-19, it is safer to have forms and COVID screenings online to help prevent the spread. New clients are usually required to state any underlying health problems (heart disease, injury from car accident, high blood pressure, etc.) as well as have a screening done before coming in to the appointment. Online surveys can be implemented to the website in order to take the place of forms made for client information and screening. Information such as name, age, health conditions, preferred massage, requests, and screening information can be kept in a database for future reference.

Motivation

Businesses need websites. No matter how small they are, a website is the most effective and fastest way for them to show off everything that they can offer to the customer. This project is unique because home run businesses only offer a limited amount of services, which requires a personalized website compared to bigger businesses. Our project contributes to small businesses, where it creates a platform for entrepreneurs to market their business.

Conclusion

The website that we will be delivering will include a presentable and professional user interface together with an appointment booking system and an online health screening service. We will be providing a conceptual model with an EER diagram by October 20th, 2020 and an initial relational model by November 4th, 2020. From there we will start to construct a draft design of the functional programming. Once that is completed, the implementation stage will begin. We project to have the system fully implemented and deliverable by the first week of December, 2020 and a demonstration to accompany the final product.

References

[1] https://www.bbc.com/news/business-52806115