

The Gilded Hour: Jewelry Express's Online Appointment System

Group: The Berries

Members: Bernales, Devera, Royeras

Overview:

In general, organizations across various sectors require designated personnels in order to manage and confirm appointments. However, in today's modern world, people continuously shift from one activity to another. As such, the demand for efficient scheduling and real-time updates grows exponentially and has become essential; hence, it necessitates automated systems as opposed to man-operated systems that are in need of time, effort, and resources. Given the kind of speed that operations and businesses need in the contemporary, there is little to no room for errors—corrections can be tedious to correct, and could lead to customer dissatisfaction. Implementing an appointment system mitigates these challenges. By alleviating these shortcomings, both business operations could and enhanced, and increases customer satisfaction.

Furthermore, studies indicate that outdated scheduling systems contribute to approximately 30% of appointments being delayed or missed (Smith & Doe, 2021). Globally, there is a significant transformation in the appointment booking industry driven by digital innovation. As per Grand View Research's study in 2023, the market for online appointment software is expected to gradually grow in years 2023 to 2030. This trend is now quite common in professional fields like healthcare, personal care, and other service-related industries. Results show that the adaption of the aforementioned system has reduced businesses' no-show rates (McKinsey & Company, 2022).

In the Philippines, digital appointment booking is becoming more and more popular among enterprises. According to Department of Information and Communication Technology's (DICT, 2022) study, operational inefficiencies result from the fact that 65% of Filipino SMEs still use manual scheduling techniques. Promising outcomes have emerged from the nation's adoption of online booking systems; for instance, hospitals that use digital scheduling platforms have reported a 30% increase in patient scheduling accuracy (DOH, 2023).

Locally, businesses such as salons, clinics, and service providers struggle to effectively manage appointments. Currently, the expanding jewelry business Jewelry Express Goldsmith and Tools Supply uses manual record-keeping and conventional scheduling techniques like phone calls. These old methods often lead to inefficiencies, delay, and even hinder administrative work. The business needs a digital booking platform that guarantees real-time availability, and automated reminders. This allows both sides to have better time management in order to increase productivity and improve customer experience.

Solving the Problem:

The current manual appointment scheduling system—which is taking one-to-one phone calls with the proprietor—and reliance towards word-of-mouth marketing at Jewelry Express causes noticeable inefficiencies, especially now that the business aims to expand its market reach. It hinders customers from easily booking consultations, and might result to missed business opportunities. Moreover, the absence of a digital platform limits the company's market reach and customer engagement. The traditional methods, and reliance towards conventions cannot effectively showcase its services, attract new clients, or even utilize digital advertising to increase their revenue in this modern age. Lastly, the absence of an automated order management system leads to delays, as the customers have to personally inspect, choose, and talk with the proprietor to complete the purchase process. Overall, it is sometimes inefficient, and could sometimes affect customer satisfaction.

The Jewelry Express Davao Online Appointment System is developed to ensure that appointment scheduling is easier for customers interested in specific jewelry items. Customers will be able to select an item throughout the booking process to reserve a consultation appointment at the actual store. The website will solely function as a booking platform. Three Berries' project will address the aforementioned problems and allow customers and admins to have automated notifications. It will have an admin dashboard, and a mobile-friendly interface while also have data security and privacy for both ends.

The Application

- **Application Name:** The Gilded Hour: Jewelry Express's Online Appointment System
- **What it is:**

The Gilded Hour: Jewelry Express's Online Appointment System is a web-based appointment system developed by Three Berries in order to modernize the company's traditional approach to appointment system. Not only does this address the shortcomings brought by one-to-one phone calls with the sole proprietor and face-to-face visits to inspect the actual jewelries, but it also adds new features to the store's efficiency. It is a project that will enhance the ways to reserve consultations, browse items, and receive automated reminders. This booking system ensures that both customers and administrators will have a streamlined and satisfactory experience.
- **Features:**

The project is developed to ensure that the appointments and scheduling is easier for customers interested in the store's jewelries. Customers will be able to select an item throughout the booking process to reserve a consultation, resizing, or restoration appointment at the actual store.

 - **Appointment Scheduling** – An appointment booking function that allows customers to book an appointment with the shop along with a selected item or service. The customers could also insert a short description as to what they would like to address during the appointment.
 - **Item Selection for Appointment** – Customers are required to select a jewelry item when scheduling an appointment. However, in an instance where they

opt not to purchase the selected jewelry from their scheduled appointment, they are free to browse and choose from other available products.

- **Automated Notifications** – The system will send an email after an appointment has been set and accepted by the admin side. The system will also send reminders to clientele and admins thereafter in order to reduce no-show rates.
- **Admin Dashboard** – Business administrators can view and manage appointments, update the status of booked appointments, track customer bookings, and upload and update items in the online booking system.
- **Mobile-Friendly Interface** – The website is optimized for both desktop and mobile users for convenient access.
- **Real Time Availability** – The users of the web-program automatically see if a certain time period is available or not; as such, they can opt for a schedule that is best suited for them—convenient.
- **Data Security & Privacy** – Customer details and booking information will be securely stored and protected.
- **About the Application:**
 - **Potential Users**
 - The potential users of the web-based appointment system are basically individuals with a discerning interest in fine jewelry and bespoke accessories; the program particularly aims customers who value exclusivity and are within the store's premium pricing range. The project, The Golden Hour: Jewelry Express's Online Appointment System, is tailored for clientele who prefer schedule, personalized consultations over casual walk-ins. This manner of receiving customers or users aligns with the principles of Jewelry Express: to maintain quality service and time management. Lastly, the system is designed for administrators in order to effectively monitor the appointments, and display the jewelries with ease.
 - **Tasks They Seek to Perform**
 - Customers naturally seek to appointments to inspect jewelries at their convenience. Likewise, viewing products beforehand, and receiving booking updates adds to that ease. On the other hand, administrators aim to organize bookings more efficiently, manage jewelry displays, and ensure schedule accuracy for both sides' satisfaction.
 - **Characteristics of the Tasks Performed by Users**
 - Appointments: Users interact with the system primarily to schedule different types of appointments. They can freely browse the website to view available pieces and select an item for consultation. Furthermore, customers or users of the web-program can book service-related appointments such as resizing or cleaning—even if their jewelry is not originally purchased from Jewelry Express. These features and tasks are designed to be simple and accessible via desktop or mobile. This

ensures that every process is made with ease for both new and returning customers.

- Administrators: The administrators can see the status of an appointment booked by a customer. They can choose either to approve or reject, and notify the customer regarding the admin's decision. Furthermore, the administrators can choose which jewelries to feature on the website, enhancing visibility for certain items they wish to promote.

- **Characteristics of the Task Environment**

- Customer Environment:
 - Customers usually access the web-program appointment system at their convenience, regardless of their location as long as they are connected to a stable internet. Since the system is not a native mobile application, it is accessed through standard web browsers on either a desktop or mobile device. Users will use the platform to browse jewelries and schedule appointments; as such consistent internet access is imperative for smooth operations.
- Administrator Environment:
 - Similar to customers or clients, administrators can manage the system from any location with internet access. Their responsibilities include responding to appointment requests, update featured jewelry selections, and update the status of the clients' bookings. Though, unlike customers, administrators have to connect to a secured connection to avoid any compromises with regard to confidential data.

- **Structured Task Analysis**

- Customer Side:
 1. Open website.
 2. Browse jewelry items or services.
 3. Select item or service for appointment.
 4. Go to appointment booking form.
 5. Fill out important details (name, contact details, email, etc.).
 6. Submit form.
 7. If the appointment is rejected, reschedule. Otherwise, you will receive a confirmation email.
 8. Go to appointment.
- Administrator Side:
 1. Open Website
 2. Login into admin dashboard.
 3. View status of customers' bookings.
 4. Check the available time slots.
 5. Depending on the availability, either accept or decline the booking.
 6. Send notification.

7. Update the status.
 8. Repeat the process if needed.
 9. Logout.
- **Functionality the System Should Provide to the Users**
 - The system should provide real-time appointment availability, since it is the main point of the entire program. Alongside this, it has item or service selection during booking and timely notifications. It follows that the system should come with a secure data handling in order to keep every user—regardless if it is an admin or customer—safe.
 - **Constraints on the Eventual Design**
 - The system is **not a shopping platform**; purchases are not made online.
 - Jewelry prices will **not be displayed** as per the company's request.
 - Internet access is required to use the system.
 - Customers must **select a product or service** to book an appointment, but they are free to change their option as they consult inside the store.
 - The web-program is designed primarily for **mobile and desktop browsers**; it is not built as a native app.
 - **Criteria to Judge if the Design is a Success or Not**
 - The platform is intuitive and easy for both admins and users to navigate.
 - The design enhances—not hinders—the booking, browsing, and searching process.
 - Admins can manage bookings and items without the need of technical support.
 - Customers show increased engagement and satisfaction compared to the previous manual system.
 - The system effectively reduces missed appointments and booking conflicts.

System Flowchart

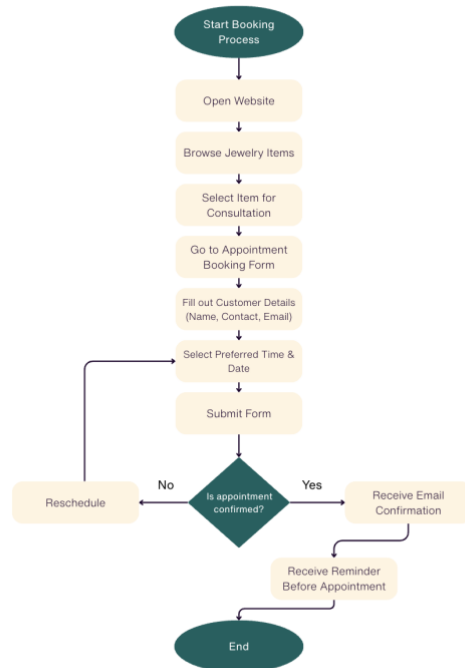


Figure 1. Customer-Side System Flowchart

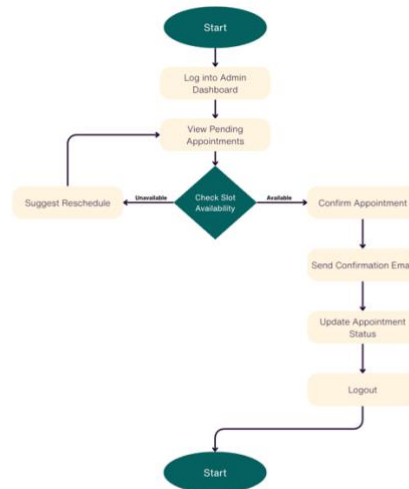


Figure 2. Admin-Side System Flowchart

Analysis of Existing System

Jewelry Express Goldsmith and Tools Supply mostly relies on physical conventions, word-of-mouth marketing, and one-on-one phone calls with the sole proprietor in order to gain sales, publicity, and bookings. These methods attract customers and create deep connections, potential clients, and credibility for the company. The aforementioned techniques have been proven to be quite effective in the past. However, as the business aims to expand its reach, their traditional methods might become inconvenient and time-consuming in the long run. The reliance on physical events and manual interactions restricts growth opportunities, especially in a world where online visibility and convenience is sought.

Description of the Larger Social and Technical System

The appointment booking system must function on both desktop and mobile devices to accommodate the users' preferences. On the technical side, it should be able to integrate with external services such as email and notification systems to automate reminders and confirmations for both sides. Lastly, *The Gilded Hour* relies on secure web hosting, browser compatibility, and stable inter connectivity so that both administrators and clients can use the program with ease, and without any interruptions.

Discussion of Implications

The implementation of The Gilded Hour: Jewelry Express's Online Appointment System goes beyond improving usability. It introduces a significant shift on how the business operates with regard to receiving and handling appointments, and publicizing its products and services. Its ease of use adapts well with the needs and expectations of the users and clients by providing flexibility, convenience, and real-time updates. Although the program does not support e-commerce at this stage of implementation, it could serve as a great foundation for the business' future plans. Lastly, this project aligns with the company's principles to commit itself to high quality service.

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