Chapter 4: Results and Discussion

The EASYPIX system was developed to address the everyday challenges a photo studio in Dili, Gasan, Marinduque was facing. By taking a close look at how the studio was operating, we identified key areas where things could be improved not just to solve the current problems, but to create a better experience for the customers. The goal of the system is to bring in more automation and simplify the studio's operations, focusing on things like appointment booking, easy access to photos, and better customer management. Moving to a digital platform means the studio can offer a smoother, more secure environment for both customers and staff.

In this section, we'll dive into the main features that the system includes, such as online booking, simple photo editing tools, secure photo access, a queuing system for walk-in clients, and a promotions section. These features are designed to address the current system's flaws and create a more streamlined, customer-friendly service. By implementing these upgrades, the system will not only make the studio run more smoothly but also increase customer engagement and improve the overall service provided.

Requirement Specification

The EASYPIX system was created to address the day-to-day challenges a photo studio in Dili, Gasan, Marinduque was facing. After taking a close look at the studio's operations, we identified key areas that needed improvement not just to solve existing problems, but to enhance the overall experience for customers. The system's primary goal is to make the studio's operations simpler and more automated, focusing on things like easier appointment scheduling, better access to photos, and more efficient customer management. By shifting everything to a digital platform, EASYPIX aims to offer a more seamless and secure experience for both customers and staff. This section explains the essential features that the system includes, such as:

- **Online Booking System**: Lets customers easily book appointments, cutting down on scheduling conflicts and reducing wait times.
- **Photo Editing Tools**: Gives customers basic editing features like cropping, resizing, and applying filters to their photos.
- **Secure Photo Access**: Ensures customer privacy by providing a secure way to access and download photos.
- **Queuing Management**: Helps manage walk-in clients efficiently, so wait times are minimized.
- **Promotions and Offers Section**: Displays current promotions to engage customers and encourage sales.

Description of the Existing System

Right now, the studio relies on **manual methods** for booking and managing photos, which leads to several problems:

- **Scheduling Issues**: Clients often book via phone or in person, which can result in **double bookings**.
- **Limited Access to Photos**: There's no **secure platform** where clients can access their photos remotely, leading to delays and inconvenience.
- **Manual Queuing**: Walk-in clients experience **long wait times** because there's no formal queuing system in place.
- **Inefficient Promotion Display**: Promotions are usually shared via **social media** or **in-person visits**, limiting their reach and effectiveness.

Result of Feasibility Analysis

The feasibility study of the proposed EASYPIX system uncovered several important insights:

- **Technical Feasibility**: The studio's current hardware and software can support the system, and **cloud hosting** will make it scalable and reliable.
- **Economic Feasibility**: The cost-benefit analysis shows that the system will break even in **about three years**, proving that it's financially viable.

- **Operational Feasibility**: The system integrates easily into the studio's daily operations, with **minimal training** needed for both staff and customers.
- **Social Feasibility**: The system boosts **customer satisfaction** by making services more secure and convenient.

Description of the Proposed Project

The new EASYPIX system aims to fix the existing problems by implementing features that include:

- A **web-based platform** for online bookings and secure photo access.
- **Cloud storage** allows for real-time photo editing and retrieval across multiple devices.
- A **queuing system** to manage walk-in clients effectively.
- A dedicated **promotions section** to improve customer engagement.
- **Enhanced security features**, including data encryption and user authentication to protect sensitive information.

Testing Results

- **Functional Testing**: The system successfully prevents **double booking** and shows real-time availability for appointments. It was also confirmed that the **photo editing tools** work as expected for basic edits.
- **Compatibility Testing**: The system works well across major browsers like **Chrome**, **Firefox**, and **Safari**, and it is fully responsive on **desktops**, **tablets**, and **mobile devices**.
- **User Acceptance Testing (UAT)**: Real users, including both studio staff and customers, gave positive feedback on the system's **ease of use**, **booking efficiency**, and **secure photo access**. Some minor tweaks were made based on their feedback, such as improving **navigation** and adding **tooltips** to the editing features.

Implementation Results

The system was successfully put into place, leading to several positive outcomes:

- **Improved Customer Experience**: Clients can now book appointments **online**, reducing the need for manual scheduling and cutting down on wait times.
- **Streamlined Operations**: Studio staff now manage bookings and customer interactions more easily through the **web portal**.
- **Secure Access and Privacy**: Clients can access their photos securely via **encrypted platforms**, ensuring their privacy.
- **Increased Engagement**: The **promotions section** has helped boost customer interest and participation in the studio's **special offers**.
- **Cost Efficiency**: The studio reported reduced operational costs due to the **digitization** of processes and **automated functionalities**.

This chapter wraps up the development, feasibility analysis, and successful implementation of the EASYPIX system, showing how it modernized the studio's operations and made the customer experience better than ever.