

Operation D7's Innovation!

Project Documentation Submitted to the Faculty of the
School of Computing and Information Technologies

Asia Pacific College

In Partial Fulfillment of the Requirements for
Introduction to Systems and Design for IT-MI
MNTSDEV

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Executive Summary

The automotive service company 'D7 Auto Service Center' currently participates in a traditional way of business transactions and record keeping. In doing this practice, the transactional procedures are prone to document loss and prolonged transactions which may result in bad customer relationships and experiences. With the incorporation of this project, not only will it help them in promoting their business to enhance client reach but also achieve a competitive advantage, through paperless transactions. An interview with the CEO and Owner of D7 Auto Service Center was also conducted to assess their current system. In an analysis of the data, which is also backed by observations in the comparison of businesses who are taking part in the traditional way of transacting versus going paperless, shows that the incorporation of technology plays a significant role in establishing a business to keep up with the competition. Hence, the proposal of the team to create a web app for the company - which was then approved by the client. Currently, the paper includes an assessment of the problems faced by the client prior to the creation of the project, the methods used, review of related literature and systems, and the proposed solution of the team. As the project is still in progress some information has not yet been included, and some are subject to change.

Commented [BR1]: Your Executive Summary should be explaining "The Problem", "Solution" and "Result of the Study". However, the later will be determined at a later time.

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I. Introduction

This research paper is done by the group named "Elite Four" as a pertinent requirement and part of the project based- learning (PBL) of the MI-201 students. The paper is done under the advisory class of Ms. Roselle Wednesday L. Gardon. The students are deployed to the community (virtually), to search for a client that they may assist, or help through the project based – learning experience, in which the developers discussed and agreed with their chosen client's needs, and even desired innovation for their current state. In this chapter, it discusses the context of the project, to elaborate its importance, together with the problem statement for the developers aim to tailor-fit their project to the need of their chosen client. The significances and objectives are stated in this chapter, wherein the developers plan to integrate and utilize CAMSS (Cloud, Analytics, Mobile, Social, and Security) into the project that they are going to develop, and the scope and limitations of the developers for the study is mentioned.

Commented [BR2]: Introduction must be related to the current situation. No need to explain what this paper is all about. It is given that this is your project.

Intro must be discussing what Auto Service industry is and how it operates in the pandemic times.

1.1 Project Context

The chosen client of the developers is Ms. Ann Sydney Reyes – Simpelo, the woman who owns and manages D7 Auto Service Center, an auto servicing center in Cavite, which offers several car servicing and management for their clients, for over 16 years. The developers wanted to assist Ms. Ann, as competitors in the area are growing in numbers, which is a threat to the long-running service center. The current system, by means of communication with the center, is through Facebook, which is seldom managed by the staff. Secondly, the current system also has little to no endorsement of the services offered at all, which makes it exceedingly difficult for the customers to know which services are available, and as well as the pricing of the services in the center. Ms. Ann wanted to innovate the way that they market the services they offer, and she wants to be in a new and efficient system, specifically for

Commented [BR3]: Focus on describing D7 Auto Service Center and not Ms. Ann Sydney Reyes

those in marketing and communication. The developers aim to fulfill these needs in a creative, enhancing, and environment-friendly manner. Aiming to solve the problems, the developers plan to create a web-app as a product that the D7 Auto Service Center managers and staff can utilize for convenient communications, reservations, and viewing of feedback from their services.

1.2 Statement of the Problems

The problems that the developers aim to address are:

(1) Introduction to new platform for communication because the company is currently into face-to-face communications, which makes all the transactions happen physically, and this could be costly if customers must travel first just for inquiries, and even reservations.

(2) Lacking efficiency and creativity in dissemination of information about the services offered. As seen below, is a sample photo from D7 which disseminates information about the services:

Commented [BR4]: New Platform is not a problem but rather package it in such a way it is a "Missed opportunity"



Figure 1: Services Offered

The photo does list the services offered, however, it lacks a description of each service, as well as the base prices of each service, for potential customers to view and compare.

(3) Having a constructive approach from the review of customers for the company to improve their services, fitted to their customers' needs and wants, because the current system of the company does not involve reviews which makes it hard for the center to identify which services are of good ratings, and which ones need improvement.

1.3 Objectives

Main Objective

To help D7 Auto Service Center (D7 ASC) improve their services by developing a web application that offers several features to enable convenient organization and transaction of services and dissemination on the end of customers.

Commented [BR5]: What service are we talking about here? Does your project plan to participate in the improvement of their repair or maintenance service?

Commented [JC6]: A web application is a very simple solution. Need to consider innovative solution

Specific Objectives

- To aim for improvement in their customer engagements by at least 75%.
- To be time-efficient in transactions (35% faster vs. current transaction time)
- To be more ecologically sound through lessening of carbon footprints.
- To creatively promote the services offered by the ASC.
- To integrate an online reservation system for the ASC to cut travel-time cost for their customers.

Commented [JC7]: why 75%? what's the basis?

Commented [JC8]: what's the current transaction time? how did you come up with the 35% faster

Commented [JC9]: use of computers contributes to carbon footprint

Commented [JC10]: how? travel time is dependent on road situations?

Significance of the Project

The project will benefit not just the chosen client, future developers for references, and the environment, but also the customers of the client as it saves time, and communication is easier. Moreover, the project is not just for timesaving purposes, but also for less face-to-face contact with clients, yet services are still well communicated.

If the project is to be approved, it will lessen the hassle with communicating, and disseminating of information for both the client and her customers. This project is also compliant to SDGs no. 8, 12, and 13, these are *Innovation, Responsible Consumption & Production, and Climate Action*.

1.4 Scope and Limitations

The project is limited to and focused on creating a web app as platform for marketing the service of D7 Auto Service Center. The web app is also in the scope for development with features that are, but not limited to: reservation system for the transactions, live chat, feedback sections, and list of services. Since the project is in the practice of the Agile-Waterfall methodology, the limitations and scope, as well as features of the project are subject to change.

II. Review of Related Literature / Systems

In this chapter, the team covered various literatures and relevant studies used in this study.

This consists of concepts, findings, methodologies, and other resources with comparable results and features to the proposed web app, to ensure that the information and data that were gathered will be useful and utilized to make sure that the project is well backed up by research.

Commented [BR11]: Why are you explaining the purpose of RRLS? Remove this and Proceed with RRL

The research "New Study Highlights the Importance of Online Reviews in Local Search" [1] aims to determine the level to which customer reviews influence their purchasing decisions. Campbell [1] founds out that 62.7% of consumers consider internet reviews to be "important" or "very important" because the analysis stated that consumers based their decision on negative reviews before they make a purchase or bought a specific item. The researcher also found out that 69.9% of customers read the first review of the previous customer. Reviews are beneficial because these ratings serve as an open source for each customer and can influence their decision-making.

The study "5 Benefits of Live Chat for Your Business (Infographic)" [2] that there are several intelligent businesses that have already used live chat support. These tools are not only for chat support but also for marketing and sales. Attaching a live chat widget to a website can provide timely customer support, increase brand exposure, and raise revenue. There are five ways this can benefit the client. First is customer satisfaction; the results show the highest rate of 73% compared to email support users, which only rated 61%. The second is boosted conversion. Having a live chat can escalate conversion. 40% of consumers would purchase more from the same website than 22% who do not have a live chat. Third is better customer experience; the findings show that in a live chat, response can be as fast as 2 minutes and 40 seconds. On the other hand, other platforms show otherwise, with 10 and 17 hours of response time. Fourth is

cheaper and easier to scale. Hiring a call center agent costs 12 dollars compared to live chat support, which only costs 5 dollars. Lastly, increased retention, the results depict 63% of customers who are more likely to come back to the website they previously visited with live chat.

According to Clark [3] SEO (Search Engine Optimization) is one of the most crucial factors to consider when developing a website. Websites are ranked by search engines based on relevance and other factors. It is the reason, when you put search phrases into Google (or your preferred search engine), the results represent what you are looking for. SEO is divided into two main parts. First is the Traffic quality, visitors should be genuinely interested in the items and services you have to offer. If a visitor seeking Time magazine ends up on a website addressing the metaphysical essence of time, both the visitor and the site lose. Second is Traffic quantity, inviting as many interested people as possible to visit your site will enhance traffic and purchases due to higher relevance. The research also mentioned that a well-designed website that engages visitors is a huge asset. Not least because people use your site to determine whether you are trustworthy — in fact, web design accounts for a staggering 75% of opinions on website trustworthiness. An excellent web design, on the other hand, keeps visitors interested. In this situation, appearances do matter — 38% of users leave a website if it is unappealing [3].

According to research “Developing a Website for Durian Seed Marketing: Alternative Business Media During a Pandemic,” [4] selling fruit seeds becomes more convenient without having interactions between the managers and consumers. The result shows that 0.79 customers said that the website was easy to use and understand.

A study "Developing a website for online consumers to find foreign businesses in Finland" [5]. Developing a website that targets foreign businesses in Finland. It would be advantageous to customers who are looking for such places. Certain participants agreed with the notion of a website because they thought it would be more convenient. It is simple for them to find stores in unfamiliar cities. The result shows that several participants of Finnish, agreed with the website's principle, but they had no immediate use for it. However, they agreed to use it if there was a clear necessity. A website would pique the curiosity of 72% of participants, whereas 28% were uninterested. Over 80% never believed a website was necessary since they could find items elsewhere through friends or through their neighborhood store.

According to the Hartford [], there are a lot of things you can perform with your website. Firstly, to create a presence, your website may enable you to develop your company. Express your brand's value proposition and portray professionalism. It also broadens your reach to anybody in the world. Second, to build trust with your clients, new customers and prospects may be interested in knowing about your company's history, skills, and specialty. This is an excellent platform for folks to learn more and achieve the sense of satisfaction they want. Third, to be listed on search engines and create your website with SEO, many people may quickly find you by searching relevant vital words. Fourth is being a point of contact. Customers may promptly contact you through your website and discover more about your products, services, and company. Lastly, customer convenience is necessary to provide customers with many methods to engage with your organization. Anything less may result in sales being lost. The result shows that you cannot survive without a web presence, and there is no reason not to have a website. Your company's website may be a potent and cost-effective marketing tool. There are many advantages and a few disadvantages.

Synthesis

The entire chapter established the references utilized by the researchers in conducting their studies and how applicable the references are. The literatures are discussed the importance of web-app and the related features in the business world. More than half of people consider internet reviews to be significant when it comes to online shopping, attaching a live chat widget to a website can provide timely customer support, increase brand exposure, raise revenue, and interacting to the consumer via website is more convenient rather than interacting with a consumer in a physical manner. Overall, all studies agreed that having a web-app is more advantageous and more engaging.

III. Methodology

This chapter contains information about the methodology the team has utilized for their study, the reason they chose the specific development model, and the description of every step the team will take during the duration of the project.

Agile-Waterfall Hybrid Model

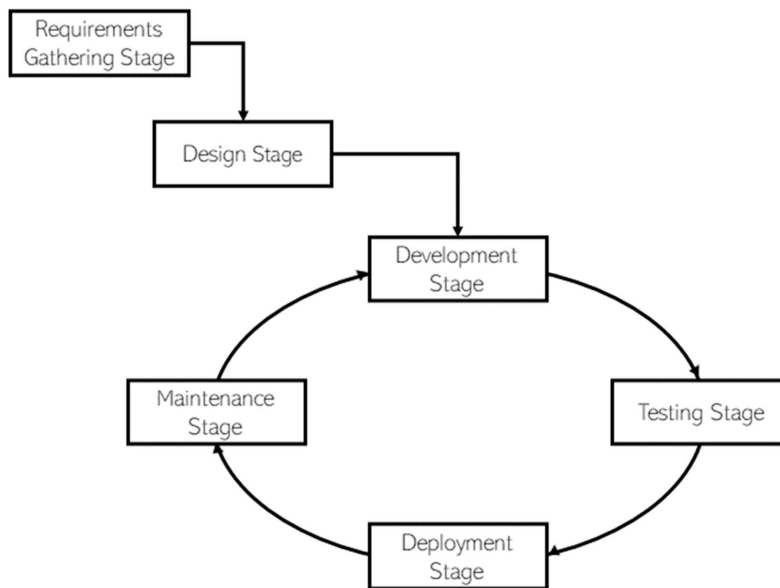


Figure 2: Agile-Waterfall model [7]

The team decided to use both Agile and Waterfall Model because the team believes that using waterfall model in the early stage of the project will help the team to identify the main goal of the project and organize the team as early as possible that will enable the team to create an accurate project schedule and planning. While using the Agile model at the mid-end stage of the project will give the team flexibility for minor changes during its development, testing, and maintenance.

Table 1: Stages of Agile-Waterfall Model

Stages	Descriptions
Requirement Gathering Stage	The team and the client will start discussing the project and all the requirements of the project are analyzed and documented to make sure that the project is feasible, and it can be done according to the client's needs and wants.
Design Stage	The team will develop a plan, based on the previously determined requirements, and will decide what programming languages, software, hardware, logic etc., they will utilize
Development Stage	The team will start developing the project according to the prior stages.
Testing Stage	The team will test or finalize the project together with the client and make sure that there are no bugs and errors in the project.
Deployment Stage	The team will start deploying the project into a live environment to test its performance
Maintenance Stage	The team will provide support and maintenance to ensure that the project runs smoothly. If the client or users encounter some errors or bugs, the team will fix it for them.

IV. Results and Discussion

In the results and discussion, the developers will discuss D7's current system, as well as the list of processes that occur with it, together with the technical background of the company. This chapter will also discuss the details of the planned new system for the Auto Service Center. Furthermore, the chapter discusses the targeting of pain points of the company using a SWOT analysis. After that, the proposed solution, together with the prototypes are indicated in this chapter to further visualize and understand the proposed solution to the problem.

4.1 Current System

4.1.1 Technical Background

The D7 Auto Service Center is currently using Facebook as their primary platform to connect to their customers. Their Facebook page has an existing features review, and about section. The reviews section only has one feedback, and the about part has their address, telephone number, and email address. The page has a menu where customers can view the said features. However, those features are not utilized properly. That is why the client needs the team to develop a web application to help them achieve an engaging website and attract more customers.

Commented [BR12]: As stated during the presentation, you need to establish why these features are not properly utilized (asked your client). Even if you create a website but it is not utilized, your solution will not help in achieving the objectives. So ensure that your client will follow your proposed process as well.

4.1.2 List of Processes

Table 2: List of Processes in Current System

Process ID	Process Name	Process Details
------------	--------------	-----------------

P001	Inquiries	Walk-in, and discusses with the staff before acquiring service
P002	Acquiring Services	Walk-in, customer enters service center to know whether desired service is available
P003	Pricing Dissemination	Pricing is mentioned orally, and through walk-ins.

4.1.3 Gap Analysis (SWOT ANALYSIS)

Table 3: SWOT Analysis

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Great Service – The Auto Service Center has lasted for more than a decade because of its excellent service. The center has provided quality service which has made it last in the Auto Servicing Industry. • Time-Tested – The company has been servicing since 2006, 2 decades over, it has lasted through the test of time and is still in great shape to this day. • Affordable Pricing – The company's services are optimized to be inexpensive to ensure that it is budget-friendly for customers. Even if the company does have low pricing, they ensure that the quality of service is still in check. • Trained Staffs – The company, as part of its standards, ensures that the staffs are well – equipped and trained, this way, the servicing, is still in the aim to be of excellent quality, because all staffs are professionally trained. 	<ul style="list-style-type: none"> • New Competitors – With the rise of new competitors, they become weaknesses of the company, because of potential customer loss. Which is why considering their new competitors, to reasons for profit loss, is necessary. • New Equipment - Together with new competitors, there is new equipment that they use. This is a weakness because their new competitors use newer and more up-to-date tools to render services for customers. • Difficult Communication – In the current system of the company, communication can be difficult because of irresponsiveness, and to ensure good communications, customers must do walk-ins to discuss their concerns. • Requires Onsite Visitations – The company needs customers to go onsite, or have walk-ins so that they may inquire, ask, and even book services with the service center.

<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • Accepting with regards to Cost-Cutting Practices for Reservation System – The company has a terrific opportunity to offer convenience for their clients by means of booking reservations online, which is cost-cutting and time efficient and can give them that advantage vs. Traditional walk-in reservation systems of other Auto Service centers. • Potential for Wider Customer Reach – As per the client's data, both D7 and the nearby competitors are using Facebook for advertising their services, and this opens an advantage for wider customer reach and have higher chances for the discovery of the business for potential customers. • Creative Advertising – Both the company and nearby competitors do use tarpaulins and posters to advertise their services. Having a web-app that creatively promotes D7's services, allows an advantage to gain more customers. • Developing acceptance towards transacting online – The company is of fantastic opportunity in making transactions more convenient by doing it online, rather than the physical, walk-in transactions that they offer as part of their current system. 	<ul style="list-style-type: none"> • Communicating Problems – With lack of convenience in communicating, this can lead to potential customer loss, because it takes walk-ins to talk and discuss inquiries and services. • New Competitors – Their weakness is also their threat because the competitors can pose a threat because of their new equipment that they utilize in their respective service centers. • Equipment Outdating – With the new equipment of competitors being considered, it makes the company take into consideration that their equipment might be outdated by the new ones being used by their competitors in the market. • Unorganized List of Services – With little to no endorsements of the services offered, and difficulty in communication, the potential loss of customers because of lack of information dissemination, is possible to occur.

After the SWOT Analysis has been conducted, it is therefore analyzed and determined by the developers, that the company is not too behind in terms of servicing, however the pain points here are through the equipment, endorsement, and the communication, as well as the time spent in transactions, these are also the identified threats of the company which can lead to potential

loss of customers in the future, especially with the rise of service centers around the same area where D7 Auto Service Center resides.

4.2 Proposed Solution

4.2.1 Technical Background

The team consists of project manager, programmer, and UI UX Designer; the hardware the team will use will be their personal computer; the software will be Adobe XD for prototyping, Adobe Photoshop for web designing, Visual Studio Code for Coding, and firebase, or phpMyAdmin for database. The project will integrate Cloud, Analytics, Social, and Security from (CAMSS) through the following uses:

1. **Cloud** - The use of cloud for storing of the information entry of customers through live chat and bookings.
2. **Analytics** - By means of generating monthly reports from the data collected, to analyze which servers are least acquired and the ones most acquired, as well as the reviews of the services rendered overall.
3. **Mobile** - The web app will be accessible and usable in the mobile view for accessibility as well as portability.
4. **Social** - The social part is where the reviews, live chats, and feedback would take place, wherein both customers and the managers and staff could view reviews of other customers in the D7 online community for reviews and suggestions. As for the live chat, it allows customers to communicate with our staff and managers to either have communication for servicing, inquiries, or even raising concerns.

5. **Security** - Layers of security protocols will be integrated to ensure data and privacy safety.

4.2.2 Feasibility

The project is in much deliberation for both the developers and the client, each configuration of the features is briefly thought out by the developers to ensure the simplicity in understanding and use the product, tailor-fit to the client's convenience and accessibility. The developers will make sure that the budget (if there will be) assigned to this project will be spent wisely and will not be exceeded, while making sure to be in check with the product's quality and usability. The ongoing project has sufficient technical resources and workforce to complete the project on schedule and is of great progress. The project is on track with its schedules, and it is followed well by the developers. The project accomplished all the tasks and steps according to the assigned date as per the midterm set dates. The team will ensure that the finished web app will be simple to use and comprehend, while making sure its features will be of immense help and provide convenience for both the Managers and Staffs of D7 Auto Servicing Center and their customers.

Commented [BR13]: feasibility study is an assessment of the practicality of a project or system. A feasibility study aims to objectively and rationally uncover the strengths and weaknesses of an existing business.

What you put here is not a feasibility but mixture of things.

4.2.3 Prototype

Low Fidelity Wireframes of the Web App

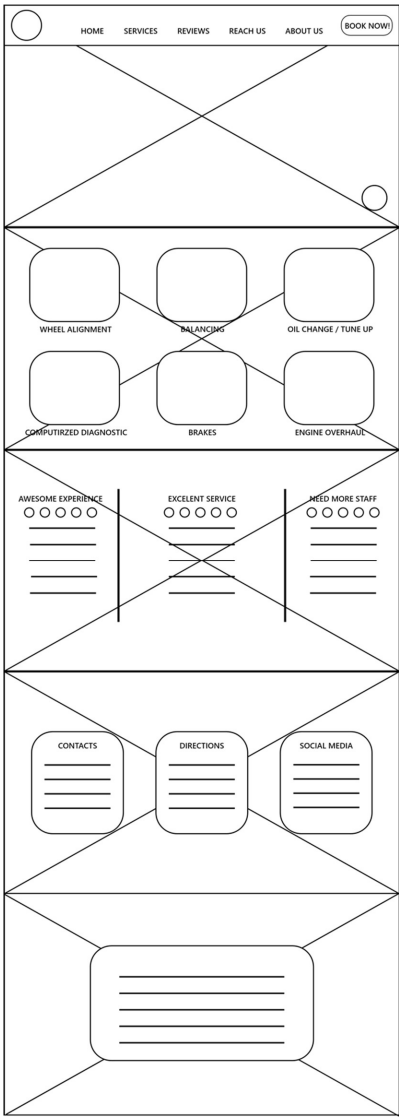


Figure 3: Home Page

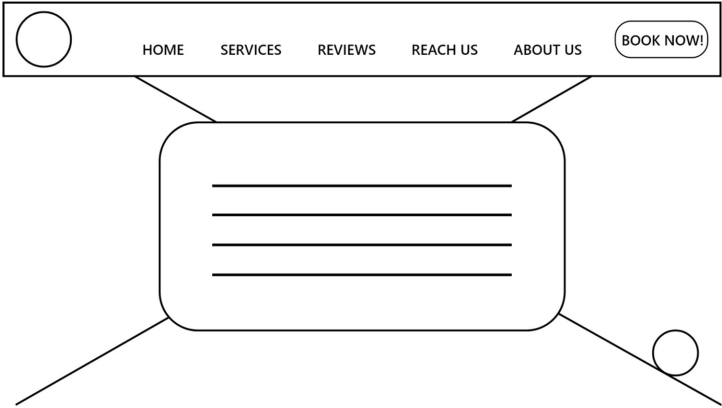


Figure 4: About Us Screen Page

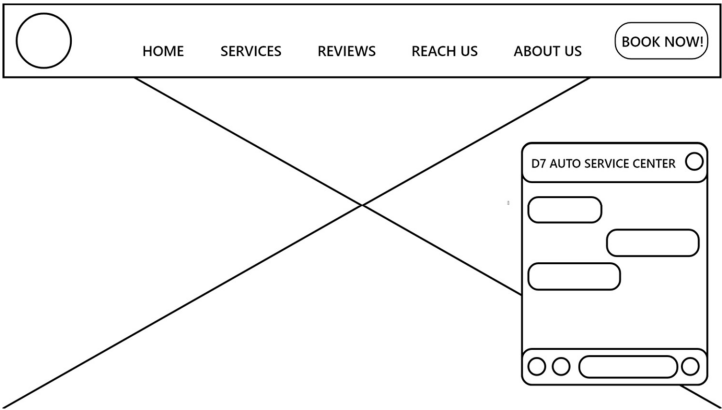


Figure 5: Live Chat Screen Page

HOME SERVICES REVIEWS REACH US ABOUT US

BOOK NOW!

NAME:

PHONE #:

PREFERRED SCHEDULE:

TYPE OF SERVICES:

CANCEL

BOOK NOW

Figure 6: Book Now! | Reservation Screen Page

HOME SERVICES REVIEWS REACH US ABOUT US

BOOK NOW!

CONTACTS

DIRECTIONS

SOCIAL MEDIA

Figure 7: Reach Us Screen Page

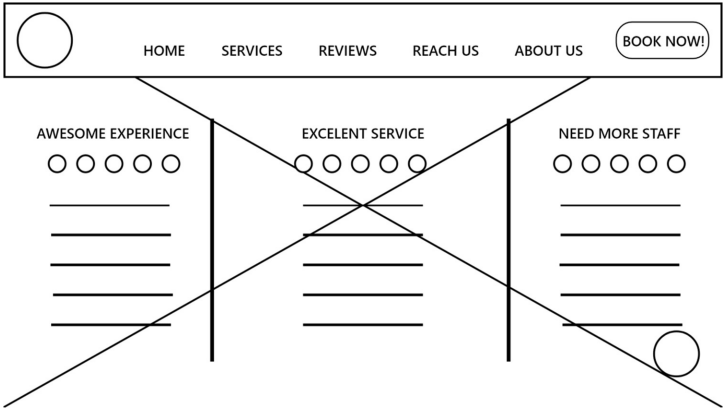


Figure 8: Reviews Screen Page

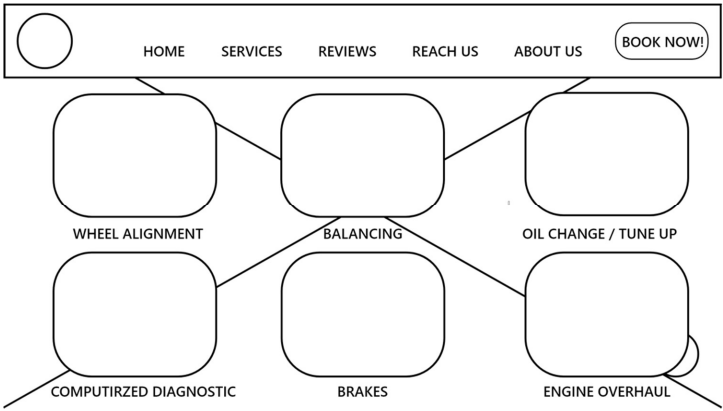


Figure 9: Services Offered Screen Page

Table 4: User Roles

<i>Roles</i>	<i>Description</i>
<i>Managers and Staff</i>	<i>The managers and staff will oversee replying to messages from the customers and be able to confirm the bookings made by the customers. They are also capable of editing and deleting any of the list of services displayed.</i>
<i>Customers and Web app visitors</i>	<i>The customers and visitors of the web app can view sections of the page, while also having the access to book on the reservation system and be able to use the live chat feature to chat with the one who is managing the web app (may it be the staffs or managers, depending on the time), furthermore, access to writing reviews is also permitted to customers and web app visitors.</i>

V. Conclusion

After the 6-week duration of interviewing the client, consultation with class adviser and project adviser, reviewing related literature, and analyzing the client's pain points using interviews, and SWOT Analysis, the team was able to do in response to the objectives:

- Discuss with the client, the needed features to be able to improve the current system.
- Decide that the project will be a web application with helpful features for the client.
- Develop an agile-waterfall model for the product's development stages.
- Design the UI of the web app, for its high-fidelity version (to be used for finals).
- Generate a low-fidelity Prototype of the web app using Adobe XD.

The next step that the developers will take is to continue to stay connected with the client as each of the features are implemented on the web app, to ensure that the agile-waterfall methodology is followed as the project completion progresses. Furthermore:

- The developers will continue to search for creative designs to make sure that the web app that is under development will be of stately design to ensure the aim of increase to engagements by at least 75%.
- Each feature of the web app added will be optimized for the aim of efficiency and time-saving features.
- The gathering of the list of services, its description, and the base price, to encode the information to the system.
- Conducting more interviews to further understand whether there are more features that can be added to make the web app even more functional and useful.

Overall, the team is in great progress towards the gathering information stage and will continue to gather to be able to supply the pertinent data for the development stage of the web

app, and that in summary of the midterms, the prototype has been successfully created and assured that it is tailor-fit to the client's needs.

References

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Appendices

Appendix A: Project Vision

For D7 Auto Service Center Managers in Cavite,

Who aims to move to a new and timely platform for marketing and communicating.

The 'Operation D7's Innovation' is a Web app

That offers creative and timely marketing, information dissemination, as well as convenient transactions and responsive communication.

Unlike businesses who use traditional communicating and transacting, e.g., ledger books - which can be time-consuming, and prone to document loss.

Our Product offers a timely and relevant platform for marketing services and provides better records keeping for efficiency and time-saving purposes for both clients and the company.

Appendix B: Schedule

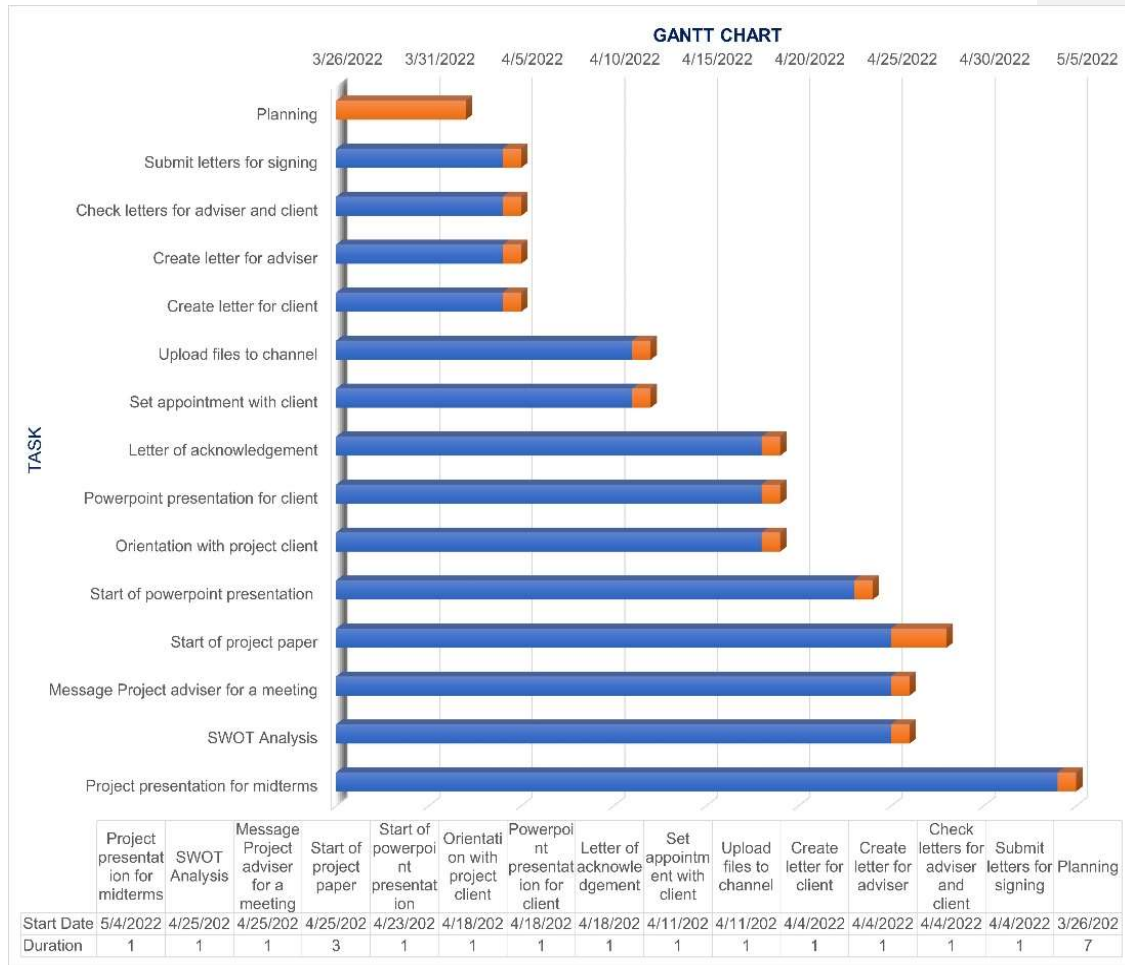


Figure 10: Gantt Chart

Appendix E: Teams Meetings

Orientation with client | 11:24 mins | April 11, 2022

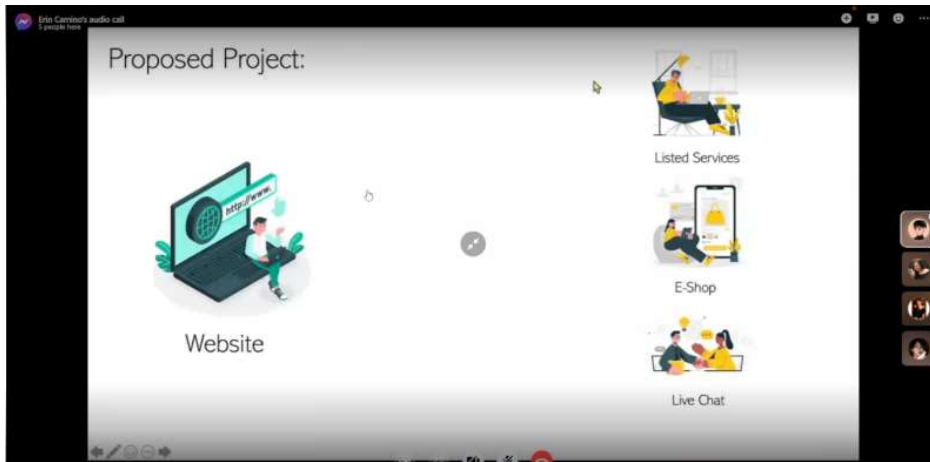


Figure 11: Orientation with Client

Consultation with Project Adviser | 53:36 mins | April 26, 2022



Figure 12:: Consultation with Project Adviser (1)

Weekly meeting | 9:09 mins | April 17, 2022

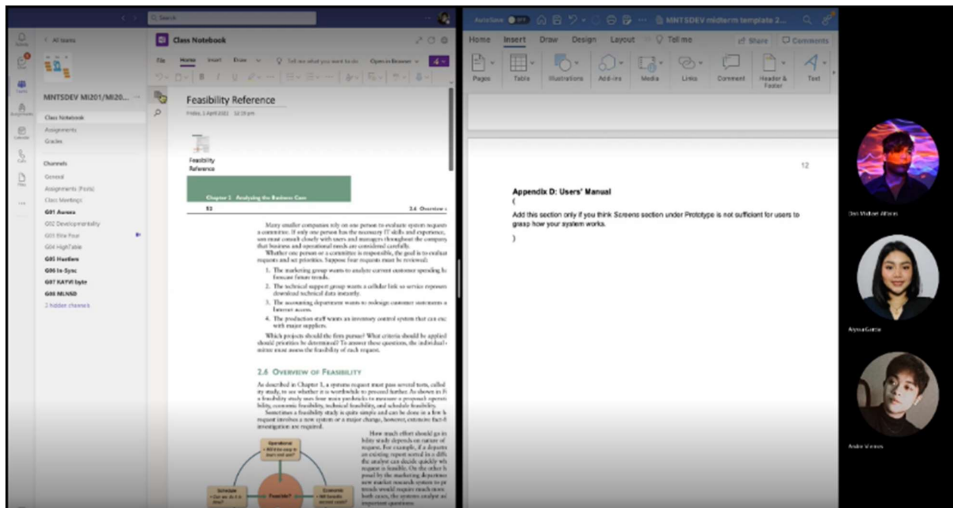


Figure 12: Weekly Meeting

Midterm Paper meeting | 1:29:26 hr. | April 22, 2022

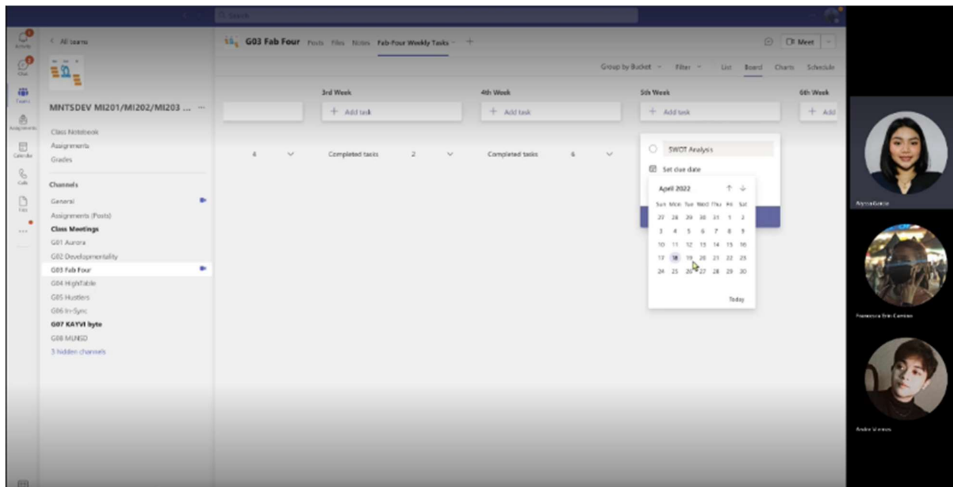


Figure 13: Midterm Paper Meeting

Physical Interview at Don Bosco Church | 30 mins | April 22, 2022



Figure 14: Physical Interview

Consultation with Project Adviser | 39:19 mins | April 28, 2022

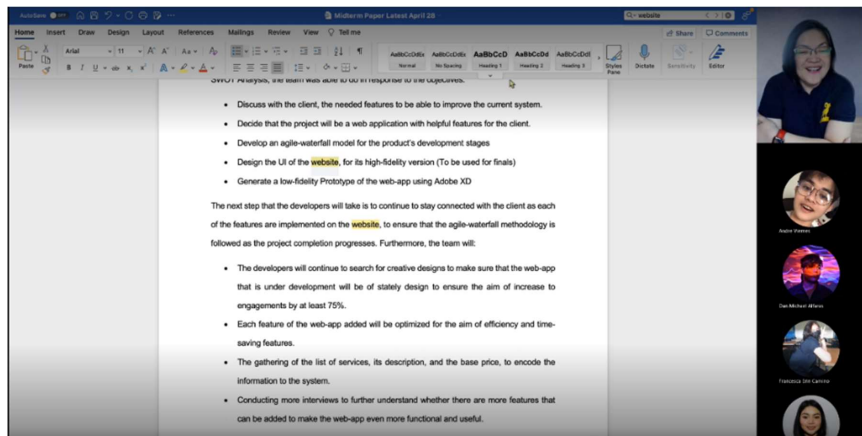


Figure 15: Consultation with Project Adviser (2)

Consultation with Subject Adviser | 28:49 mins | April 28, 2022

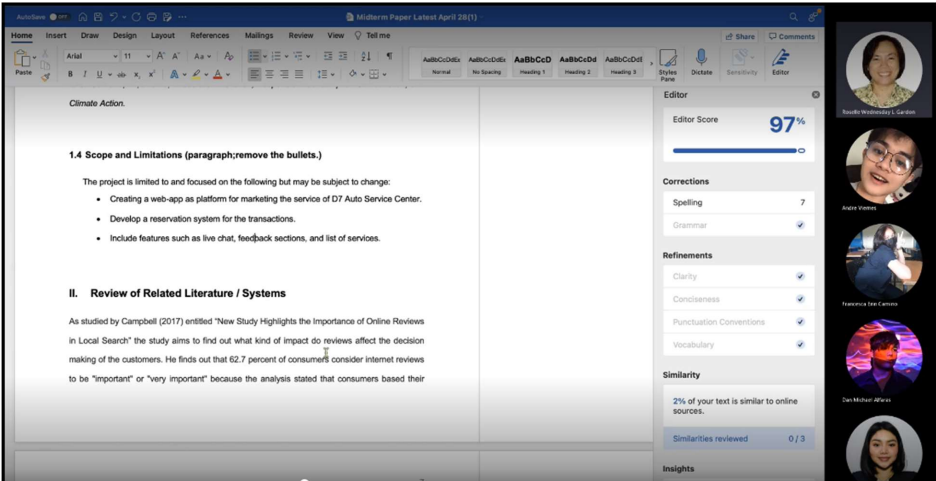


Figure 16: Consultation with Subject Adviser

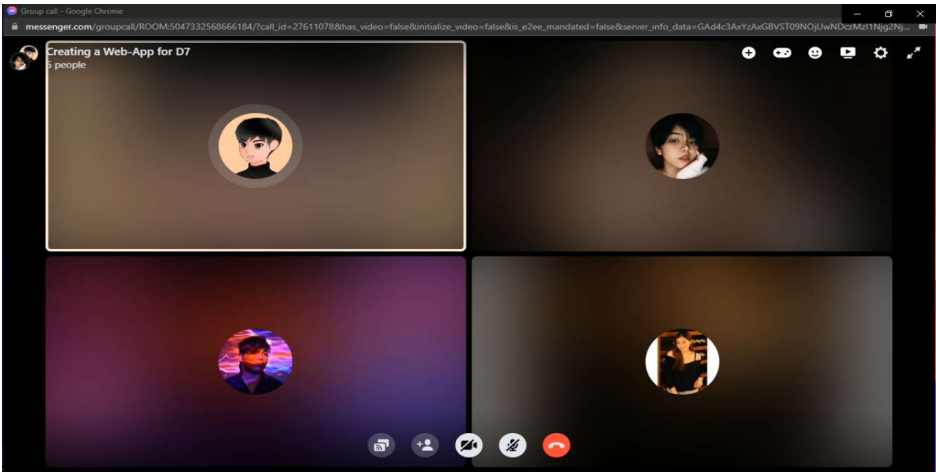


Figure 17: Interview with Client