

4YAKA
May 09, 2023

PROJECT PROPOSAL

ACMR Service Hub: Promoting Transparency and Collaboration

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1. Summary

“ACMR Service Hub: Promoting Transparency and Collaboration” is a website development project lead by the team 4YAKA which aims to create a functional collaborative website for the client ACMR Services. Although still new in the market, ACMR Services aspires to have their own website to serve as an additional promotional platform while also enhancing the browsing experience of their users and serving as a tool to aid in their workflow. In the communications held between the team and the client, several issues regarding request handling and bookkeeping were brought up, and the team had also decided to explore the features of similar websites as reference. The group has then listed their objectives to be concerned with enhancing user experience and handling bookkeeping, user requests, and a transparency system that allows the users to remain updated with the progress on their commissions. To ensure that the team can meet project’s set goals, the team has decided to use APIs and have equipped the project with an agile work process to maximize the time and resources allotted for the project. The group aims to evaluate the completeness of the project through a scale system that allows them to measure the subjective aspects of the goals and a time-based system to allow them to compare the efficiency contributed by the project against the old methods employed by the client. Incurred costs are shouldered by the client and the project is estimated to be completed by June of this year.

2. Introduction

Our Team.

4YAKA consists of four computer science students who came together simply under the call of responsibility and academic pursuit but grew and stood by one another moving forward after facing numerous trials and learning that we, as a team, can overcome many hurdles and connect well through shared interest and ideas.

Our Vision.

Seek, provide, and grow. 4YAKA aims to explore new paths and new perspectives, and from this forge their own path and grow with each decision and each completed output.

As of today, the group is focused on expanding their skillset and applying these through projects that allow them to effectively practice and sharpen their skills. 4YAKA also currently aims to extend their skills and services to small groups and businesses who would benefit from having a project application or website that could allow them long-term benefit, even by simply establishing a foundation to build upon as the business grows.

Our Client.

ACMR Services is a budding business assistance group active since March of 2023, focused on providing legwork and processing services to their respective clients, such as DTI Registration, SEC Registration and Amendments, BIR Works, and Land Transfers among others. Their goal is to foster a service that increases the efficacy of the procedures involved in the acquisition and processing requirements of documents involved in the field of business.

Our Project.

As the client wishes to further expand and improve the business' processes, 4YAKA and ACMR Services have agreed to collaborate on a project that aims to create a website where both users and the client can enjoy ease of navigation and experience better efficacy in their work processes.

In the past, ACMR has only been using their Facebook page as a means of promoting their business outside their contacts and sharing their services. Apart from this, they relied heavily on their individual efforts for both client-related matters (i.e., receiving requests and acquiring necessary documents and details) and business-related matters (i.e., bookkeeping, document processing, forwarding details to connections). Right now, while they are still establishing themselves, these processes are currently fitting with the scope and capabilities of their business. However, moving forward, they wish to have a platform that allows them to have a better reach, presence, and branding while also serving as a tool that they could integrate into making their business processes easier.

Moving forward, 4YAKA was also asked to take into consideration several factors, including the nature of the business and how it establishes its connections with its clients, the processes involved, the services they offer, and competition of the business and the project to truly establish and set apart ACMR Services in the market.

The goal of this project is to establish a website that allows both users and the client enough options that allow them to complete tasks much easier and establish better communication with each other throughout the entire process. Further details about the procedures behind the project can be viewed in the latter parts of this paper.

3. Needs/Problems

The completion of the project is expected to address the needs and issues faced by the client and their users. Currently, ACMR Services are making use of a simple business process that has proven effective with the current number of commissions and clients they handle per week. This includes phases starting from a user inquiry, followed by a consultation session, gathering of requirements, and the processing of the documents before proceeding to payment. However, the clients are concerned that with the growth of the business, their current method of handling tasks will become inefficient due to the amount of work they will need to handle, and the demanding and costly nature of the services offered. This could potentially cause problems for the business process flow. Furthermore, their current working platform for their business right now is a Facebook page, and the clients agreed that this is better to be used solely for marketing and advertising their services.

The following are concerns shared by the client:

- Currently, two of the business partners handling ACMR Services are also working with their main careers to gain additional funding in support of the business. However, when the time comes that they receive an influx of requests, they will find it difficult to manage all requests due to lack of manpower and will be forced to let some opportunities go.
- With their current working system, the clients only make use of different individual applications on their individual devices to work on the commissioned documents or requirements. The clients are concerned that this will cause conflict in documentation of content and may lead to larger mistakes as they are not able to all view and filter out wrong or missing input in the documents.
- Relating to the previous concern, the business has also encountered issues in the past where they would find difficulty locating the necessary copies of the requirements from their clients, especially when these requirements were from a much earlier date. As

such, they asked the group to provide a system that could allow them to view and keep track of documents and such from transactions with previous clients.

Apart from this, to further the understanding of how the group should handle the website, the group has also investigated other websites offering similar services as ACMR. The group believed that solutions to some of the concerns may have been addressed and could be referenced, and furthermore, the group may find opportunities to build on the strength of ACMR's website against other existing sites. The group conducted comparisons and noted the pros and cons of each site for reference. The following are the sites the group has viewed in line with this project:

- **LegalTree**

Link: <https://legaltree.ph>

Table 1. LegalTree's Pros and Cons

Pros	Cons
<ul style="list-style-type: none"> • The website layout has a control bar on top that lists all the major services offered by the business. • Has a page dedicated to providing users with a "tutorial" of how to use their web services. • Features "Law Blogs" which showcase partner firms and professionals. • Offers account creation services for user accountability and convenience. • A document-creation form feature that educates the user on what the document and specific questions relating to the document are for. 	<ul style="list-style-type: none"> • LegalTree is a company based in legal services and does not have many options for business assistance. • Promotions for their paid services (i.e., account subscription and promo packages) are very straightforward and can overwhelm or discourage users. • Many sections of their pages, specifically for law blogs, are unorganized and hard to filter out.

- **Permitly**

Link: <https://tinyurl.com/ycxa7m5h>

Table 2. Permitly's Pros and Cons

Pros	Cons
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<ul style="list-style-type: none"> • Simple and clean design. • The home page's contents are placed in an order that allows the user to know about their services and understand which one they need. • Utilizes form systems to collect user input. 	<ul style="list-style-type: none"> • Still mostly relies on the user contacting the firm. • Users cannot take much action on their documents if they're unable to contact the staff. • Website services are offered only in large bundles that cover almost everything needed to establish a business from scratch but does not offer services catering to the processing of single requirements.
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- KMC Solutions

Link: <https://tinyurl.com/288nbae3>

Table 3. KMC Solutions' Pros and Cons

Pros	Cons
<ul style="list-style-type: none"> • Like the previous example, also has a natural flow that educates the user of their services as they scroll down the home page. • They make use of blogs and news pages to post regular updates. 	<ul style="list-style-type: none"> • Mode of contact or communication is limited.

- vOffice

Link: <https://voffice.com.ph/domestic-corporation/sole-trader.php>

Table 4. vOffice's Pros and Cons

Pros	Cons
<ul style="list-style-type: none"> • Pages are divided by service and service categories. • Pages offer insight into the specific service, including what it's for and the pricing. 	<ul style="list-style-type: none"> • The layout for each page is the same and can be hard to distinguish from each other apart from text. • They have a chatbot, but it only contains the same information as their user forms and the way

	<p>it's placed is not very eye-catching.</p> <ul style="list-style-type: none"> • They claim their packages to be all-inclusive yet do not provide a breakdown of the total services offered and the pricing per service.
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Most of these websites are focused on gathering information from the user's end and establishing a line of communication between them after the user fills out a form or makes use of the provided contact lines. Apart from that, they also make an effort to ensure each of their offered services are presented in a manner that makes it easy for their users to understand which specific service they need to avail, some even taking it a step further by educating the user on the details and needs for each service.

Several downsides were still noted, however, the most common of which being having a transparent system that allows users to be aware of the progress on their commissioned service. Most of the websites also offer their services in packages only, which could prove to be difficult for the target users of ACMR, who are mostly looking to book one service at a time. Furthermore, there were issues with the organization of some parts of the website, though these are considered minor details. 4YAKA would have liked to also view how information from the User's end of the website would appear on the hosts' side, but it is likely that this request will be turned down due to confidentiality issues.

Synthesis.

Although still new, ACMR Services is determined to ensure that the website that will become the outcome of this project will be able to address the potential issues that could arise as their business grows larger and starts handling more and more commissions. Currently, ACMR is working with a very simple and straightforward method of handling their clients, but they understand and acknowledge that this could not be effective when dealing with larger amounts of commissions in the future. For comparison and reference's sake, 4YAKA has also investigated key features of other business assistance websites. Through these sites, the group learned that while most sites offered various forms to collect user input and made efforts to educate their audience about their offered services, communication and transparency between them and the users were often limited and there were parts that made the website feel unorganized or hard to navigate. With the completion of this project, 4YAKA wishes to address the concerns of the client while also exceeding the standards set by other fully established business assistance websites, and in the process create an additional tool that ACMR services can use in improving their business processes and experiences.

4. Goals/Objectives

The following are the goals and objectives that the group aims to achieve in order to aid the needs of the client at the end of the project development.

- To enhance and provide ACMR's current and potential customers with an organized user experience by developing a dedicated website.
 - The group wants to help the client in their goal of expanding the business by creating a dedicated website. The proposed website will include information about ACMR, the services offered, customer feedback, and the service request system.
 - Customers of ACMR will be able to easily navigate and find relevant information about the client's products and access their services easily in just one place. The organized user experience can enhance customer satisfaction and encourage customer loyalty.
 - The website will serve as a virtual storefront containing information about ACMR's services and customer feedback and testimonials. This produces an increase in their online presence that will help in attracting potential customers and expand the business's reach.
- To improve ACMR's workload distribution by developing an automated request management process.
 - 4YAKA aims to improve ACMR's current service request procedure and workload by implementing an efficient request management system. The group plans to implement an automated chatbot that can guide the customers step by step to provide the required information for their inquiry.
 - The automated request management system will enhance the workload distribution by handling and processing customer inquiries. This will address the concerns stated above regarding the difficulties in processing the influx of requests by reducing the burden on ACMR's staff and allocating resources to more important processes.
 - Due to the qualities of the implemented automated system, customers will be able to experience immediate assistance and a seamless request management process. This will significantly reduce the response time for customer inquiries which will lead to faster query resolution without requiring a proportional increase in manpower and optimize operational costs.

- To establish a centralized document management system for collaborative work for ACMR and their customers.
 - The group aims to create a centralized document management system that enables the clients and the customers to collaborate and work on commissioned documents.
 - The proposed feature will help in enhancing efficiency by reducing conflicts and errors brought about by the stated concern of outdated documentation due to using multiple systems.
 - With all the documents being hosted in one place, the clients will also be able to access and search for documents more easily, which can save a lot of time and effort as well as prevent the case of lost important documents or information.
 - As the customers can monitor the progress of the document creation and processing through the website, the real-time visibility promotes ACMR's transparency to their consumers. Thus, it will enhance the customer's experience and satisfaction as well as fostering trust.

5. Procedures/Scope of Work

The scope of work for the “ACMR Service Hub: Promoting Transparency and Collaboration” includes the development of a website that aligns with the objectives, goals, and scope defined by the client. 4YAKA aims to conduct the project with Agile Project Management (APM) process in mind. The team also plans to prioritize the development of critical features and functionalities to meet the client's needs and expectations.

In addition, 4YAKA considers integrating Google Docs API for document creation and collaboration in real-time. With this feature, the ACMR Services members will be able to easily create, edit, and collaborate on documents inside the website and without separately working on papers as they do as of now traditionally. Furthermore, with the clients' guidance, they plan to include a “payment methods” feature to enable users to pay for their needed services either online or by meeting-up with an ACMR Services Member.

Provided below is the proposed procedure of the project:

Phase 1: Data Gathering and Resource Management

- Client and Project Adviser meeting to define the objective, goals, and scope of the project.

- Conduct client-user survey to understand their needs and expectations about the project.
- Plan and present a proposal to the client that identifies the necessary features that should be integrated into the website to satisfy their needs and expectations.

Phase 2: Framework and Coding planning and distribution

- Formulate initial website wireframes.
- Research further about the functionalities needed and plan a timetable to be presented to the client.
- List and determine the priority of tasks and distribute it to the appropriate members.

Phase 3: Wireframe and functionality design

- Another client and project adviser meeting in line with the proposed wireframes, design planning, and project calendar. Ask for their feedback.
- Discuss about the budget estimation and negotiate the budget plan with the clients.
- Revise the project according to client's request.

Phase 4: Programming Phase

- Web design, web functions, database system
- Automated service request and/or chatbot, centralized document system
- Conduct meetings, code reviews, and unit testing with Project Adviser and Consultants regularly to ensure quality code and progress updates.

Phase 5: Testing

- Group members and Project Adviser/Consultants will have functional testing to ensure that the website meets the client's requirements and has no errors.
- Client and customer testing to gather feedback and make any necessary changes.

Phase 6: Feedback and Monitoring

- Data gathering through client and customer feedback (surveys, product tests) to measure the efficiency of the project.
- Analyze the feedback and sorting out the improvements needed from the website.
- Develop and deploy the improvements.

By following the proposed agile procedure, team 4YAKA will work closely with the involved parties such as ACMR Services members, and their project adviser and consultants to gather data and feedback at every stage of development. By regularly testing and monitoring, the team will be flexible in adjustments and improvements to deliver a competent and quality-wise product.

6. Timetable

The group uses a Gantt chart to visualize a timetable for the project development.

Table 5. Project Timetable

ACTIVITY		IMPLEMENTATION TIME		RESPONSIBILITY
		Start Date	End Date	
I.	Preparation for Web Development	April 11, 2023	May 09, 2023	Project Manager
i.	Discussion of project goals, scope, and objectives with the client	April 11, 2023	April 13, 2023	Team 4YAKA
ii.	Presentation of proposed website features and finalization of ideas with the client	April 29, 2023	April 29, 2023	Team 4YAKA
iii.	Creation of timetable and designation of member's tasks	May 7, 2023	May 7, 2023	Team 4YAKA
iv.	Consultation about project details with the research adviser	May 8, 2023	May 9, 2023	Team 4YAKA
II.	Web Design and Development	May 3, 2023	June 6, 2023	Team 4YAKA
i.	Proposal of wireframe, design planning, and discussion of project calendar and estimated budget with the client	May 3, 2023	May 4, 2023	Team 4YAKA
ii.	Project consultation and strategy planning with Project Adviser and Consultants	May 8, 2023	May 10, 2023	Team 4YAKA
iii.	UI and UX development	May 11, 2023	May 18, 2023	Team 4YAKA
iv.	Chatbot and centralized document system development	May 19, 2023	May 26, 2023	Team 4YAKA
v.	Additional features: Website content and informative pages	May 29, 2023	May 31, 2023	Team 4YAKA
vi.	Project development consultation: code review	June 1, 2023	June 3, 2023	Team 4YAKA

	and unit testing with Project Adviser and Consultants			
vii.	Website revision and finalization for soft launch	June 4, 2023	June 6, 2023	Team 4YAKA
III.	Website Launch	June 8, 2023	June 19,2023	Team 4YAKA
i.	Website beta launch: testing key features and functionalities.	June 8, 2023	June 10, 2023	Team 4YAKA
ii.	Data gathering of feedback from beta launch	June 12,2023	June 12, 2023	Team 4YAKA
iii.	Website revision according to feedback	June 13, 2023	June 15, 2023	Team 4YAKA
iv.	Website official release	June 16, 2023	June 19, 2023	Team 4YAKA

7. Key Personnel

Provided below are the key personnel involved in the project:

Table 6. List of the project's key personnel

Client	ACMR Services
Sponsor	ACMR Services
Project manager	Felix Miguel Emberga
Team	Maria Beatrice Alva, Kylene Naiomi Bondoc, Jamzy Marie Cuyugan
Project Adviser	Prof. Jayvee Cabardo
Project Consultants	Prof. Diana Lachica, Prof. Hans Oliver Schuck II

8. Evaluation

To evaluate the progress and success of the project, the group has divided the methods into two categories: Subjective and Time-Based.

Subjective.

The Subjective Category refers to the goals of the group that cannot be accurately measured on its own. This is applicable to sections that seek to understand the user's experience regarding ease of navigation throughout the website, the impact of the website's design, and the perceived usefulness of the offered functionalities to them.

To measure these, the group will prepare User Evaluation Forms that will ask gather input through numbered scales regarding specific sections of the website. In this way, the group hopes they will still be able to objectively measure standards that are regarded as subjective. The group plans to distribute these forms to ACMR's past clients and potential users before and during the website development phase, after the completion of the website prototype, and routinely per update on the website following this.

The group will deem the project successful or having met its goals when it receives good feedback and high marks from the reviews of the website users.

Time-Based.

The Time-Based category refers to the evaluation of how much the website contributes to the improvement of the speed and efficiency in which the business processes are conducted.

To do this, the group will first divide the business process of the client into clear, distinguishable phases. Following this, the group will gather and record data regarding the completion time and flow of how each phase is conducted. This will be used as the standard in which the group will compare the final project's outcome and aim to surpass through the integration of the website. This will be conducted once the website prototype has become available and will be routinely conducted following each update afterwards.

The group is also discussing the inclusion of similar studies into gaining more perspectives onto what the website we develop should surpass or overcome.

The group will deem the project successful or having met its goals when it is able to accomplish either a) a soft goal of reducing the time required for a complete transaction by 5% to 10%, or b) a hard goal of reducing the time required for a complete transaction by 15% to 25%. While either will be considered a success, the completion of the former will suggest that there's good promise in the project, but more work or polishing is needed to fully enjoy its benefits.

9. Endorsements

The ACMR Services are the main endorsers of this project as they will not only give input and assistance in helping the developers to successfully construct the website, but they will also aid with the funds needed in building and maintaining the product. In addition, the project's success will ensure its endorsement with the external partners of ACRM Services. Table # shows the name and position of the endorsers stated earlier:

Table 7. List of ACMR Hub's Endorsers

Name	Position
Mendoza, Alma	Executive Manager
Alva, Linden	Business Partner
Celestino, Alma	Business Partner
Raymundo, Novillinda	Business Partner

10. Next Steps

These are the expected actions that the readers of this project will take to evaluate and help 4YAKA together with their client, ACMR Services, to move forward:

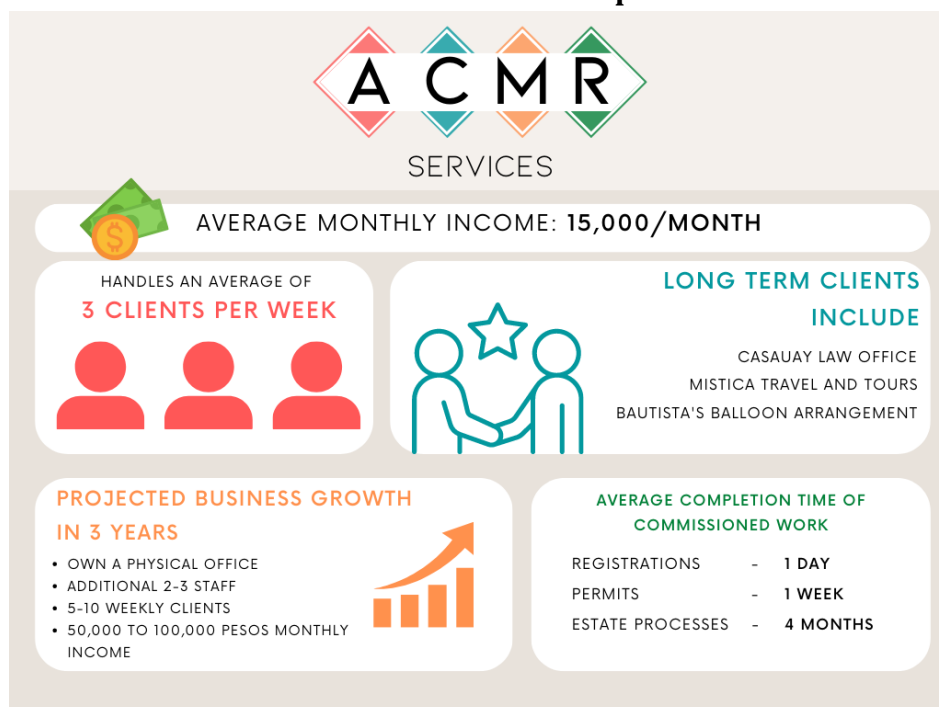
- Evaluate the quality of the proposal mainly checking if objectivity is met by the team.
- Provide feedback and insights that might be beneficial for the team and the project itself.
 - Review the project timeline and analyze whether conflicts may arise during the development process of the project.
 - Assess if the estimated budget of the project aligns with what features are needed by the client.
- Ask questions for clarification to any of the team members or the presenter that may concern the question.

11. Appendix

Appendix A Company History

ACMR Services was founded on March 7, 2023, by Linden Lee Alva and Alma Ocul-Mendoza. Both business partners are employed under different law offices and had come to know each other through frequent casual communication. As they were both in the same field of work, they often handled certain legwork processes together and later saw an opportunity to offer the services they normally handle to other clients as well through their own business. During the planning and launch of the business, they had gathered an additional two business partners, namely Alma Celestino and Novellinda Raymundo. Today they continue to offer their services to potential clients who are looking to pursue or renew certain requirements involved in establishing businesses, and they have successfully secured three long-term clients through their good service. They are hoping to achieve more success through the next few years and have set goals to fully begin expanding their business by the next three years.

Appendix B ACMR Information Graphic



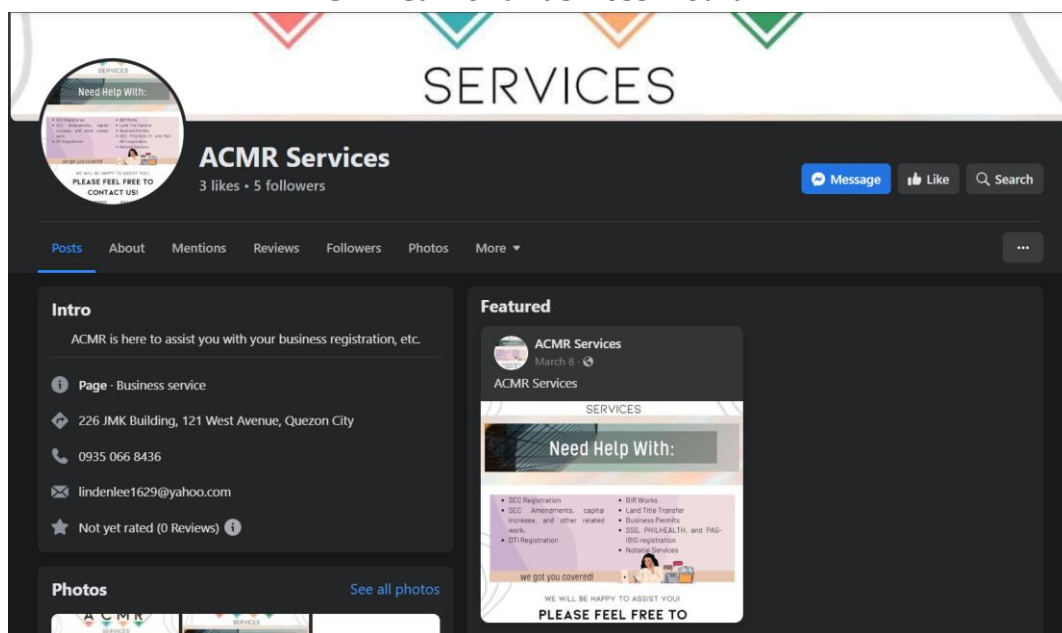
Appendix C

ACMR Services Flyer



Appendix D

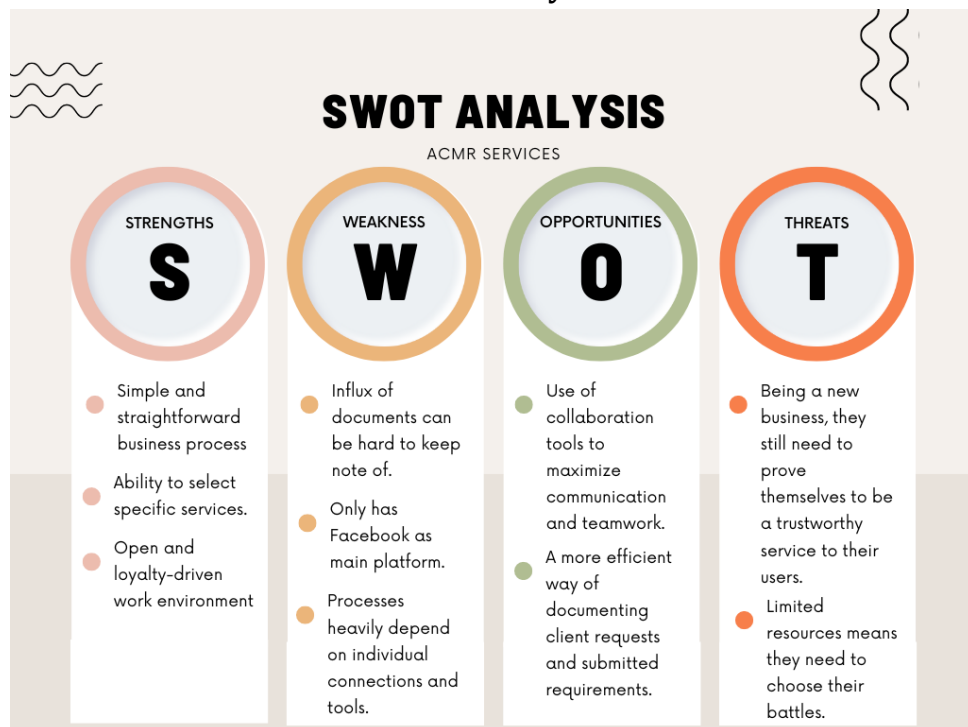
ACMR Current Business Medium



Appendix E Product Vision

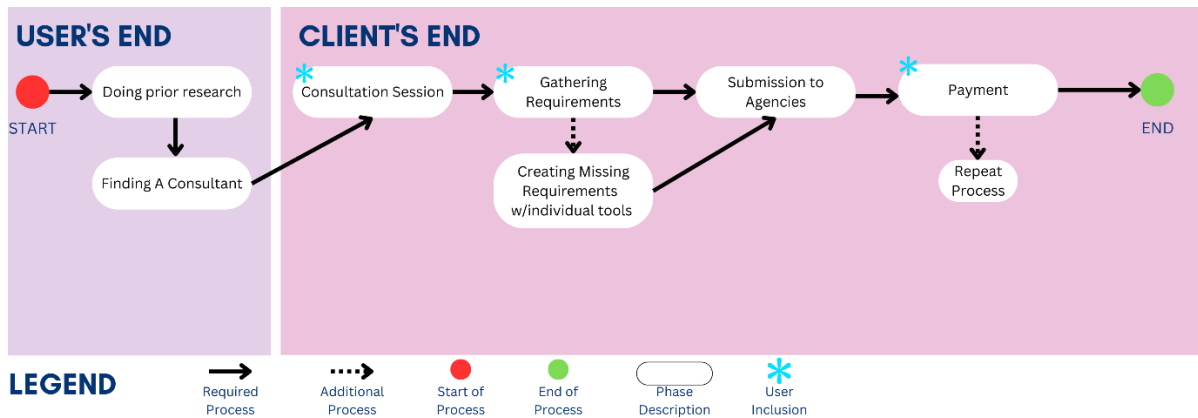


Appendix F SWOT Analysis



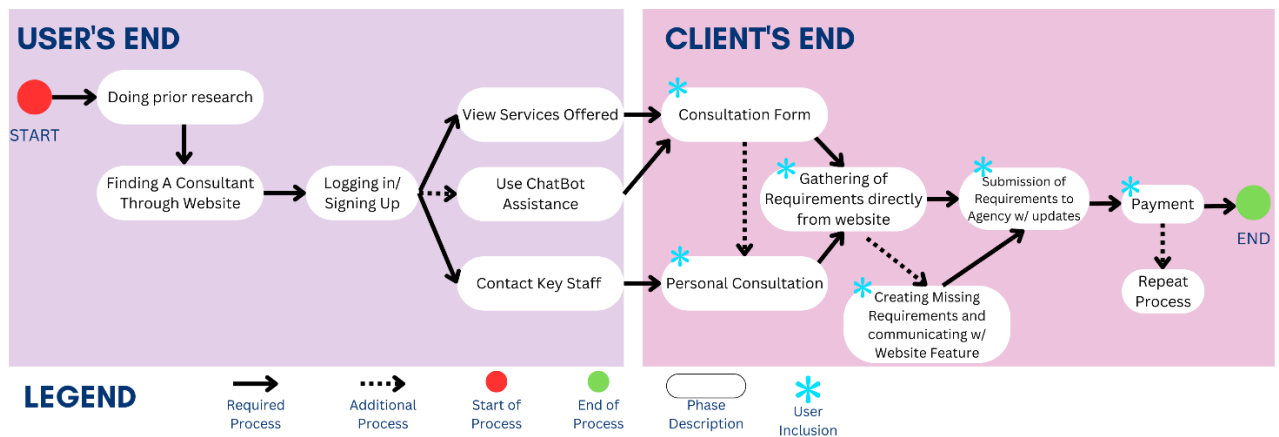
Appendix G

ACMR Current Business Process



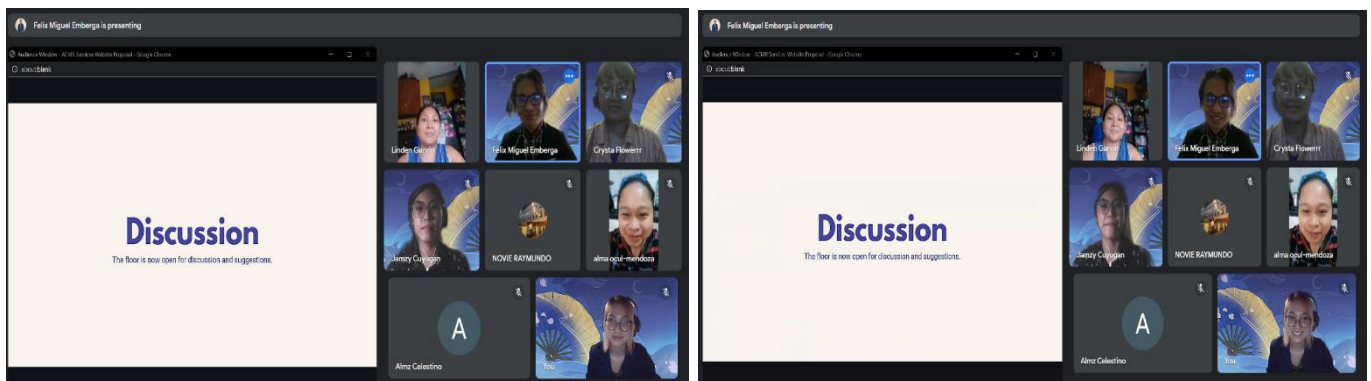
Appendix H

ACMR Predicted Business Process with the ACMR Hub



Appendix I

Client Meeting: Website Proposal





Linden Alva,
Project Client Representative

Date: May 8, 2023



Linden Alva, Project Sponsor

Date: May 8, 2023



Felix Miguel Emberga,
Project Manager

Date: May 8, 2023