Statement Of Work For Mary Efflandt Photography Database Project

History

For some time, this photography business has been gathering new customers, and doing business for repeat customers on a regular basis. This business was started almost 10 years ago, and in that timeframe many transactions have been made. A transaction usually consists of an appointment being made with the photographer, a brief interview to figure out photoshoot ideas, and then scheduling the actual session. After the session the photographer narrows down the photos taken to a package selection, edits the photos, and then makes them available to the client at that time.

The problems with this system are very straight forward. One major issue is that everything is done over several platforms, so all the forms and transactions have no centralization for record keeping. Another problem is the sheer volume of clients that have done business with the photographer. This number has grown to a point that it would be beneficial for the photographer, existing clients, and future clients to have them organized and easy to access.

Scope

This photography database is going to be for managing the clientele that the photographer has already done business with, and future clients that will be using the photographer for photoshoots after it is implemented. The database will mostly be used for storing client names, addresses, phone numbers, emails, and session dates (previous). Another likely category would be other family members of the client (children, spouses, or pets) known by the photographer so that the sessions can be more personable. The database will be used to keep everything in a central location so that the photographer can have easy access to transactions, session dates, session types, history with a particular client, and contact information.

Constraints

While this database is going to centralize and organize client information for the business, it will not be directly accessing financial transactions. Accessing transaction dates is something that the photographer has shown interest in, but having access to all of the actual transaction information (outside of date) will likely be beyond the scope of this database.

Objectives

- Organize and centralize client information such as names, emails, family members, and addresses.
- Organize and centralize transaction and session dates.
- Improve the photographer's ability to access these key entities, and in turn improve the photographer's relationships with clients.

Form related questions:

1. What kind of demographics are gathered from clients and how can it make the business better?
2. Where are common locations where many photo sessions take place?
3. How can the data show repeat customers, and how can that be used to improve business?
4. How can the data show specific session types and how frequently they occur?
5. What kind of business is being generated from referrals or new clients?

Client Tables

tblClient									
ClientID*	FirstName	LastName	Address1	Address2	City	State	Zip	Phone	Email

tblReferral										
FamMemberID*	ClientID*	FirstName	LastName	Address1	Address2	City	State	Zip	Phone	Email

tblFamilyMemberType	
TransID*	FamMemberID*

Business Tables

tblTransaction									
TransID*	ClientID*	BillingID*	SessionType	TransDate	TransStartTime	TransEndTime	Location	Mileage	Notes

tblBilling		
BillingID*	BillingType	Charge

Tasks and Schedule

1. Checkpoint 1 (2-8): Have a statement of work done.
2. Checkpoint 2 (3-1): Create at least 5 ERD tables, all conforming to Normalization.
3. Checkpoint 3 (3-29): Create Database, Tables, and Queries all using the same naming conventions outlined above. Five queries minimum, at least one with a calculation, one with a parameter statement, and one which will provide a summary statement.
4. Checkpoint 4 (4-19): Create Database Forms and Reports. Minimum of five Forms, and minimum of four Reports
5. Completed project (5-7): Finished project due date.