



ILOCOS SUR POLYTECHNIC STATE COLLEGE
Sta. Maria Campus, Sta. Maria Ilocos Sur

**ONLINE EVENT PLANNER AND RESERVATIONS
FOR CJN BRIDAL COLLECTION**

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Chapter 1

INTRODUCTION

Background of the Study

When there are so many things to need done, planning and getting ready for a big event may be stressful. From maintaining contact with prospective guests to keeping the guest list organized. When there aren't the proper tools to make the process more efficient, event management may be laborious. The event planning industry is beginning to transform. Nowadays, event planners develop solutions to do the task more efficiently than they would without it. Event planners will be able to design layouts and themes for events, book, and schedule clients and entertainment, and promote more effectively as a result of integrating technology into their work. Technology helps the event planner build a better reputation for themselves and their company while also making the event easier to arrange and ultimately more effective. Technology is the future of event planning, since more and more event planners are using it into their regular business operations (Bartleby.com, 2021).

The adoption of event management solutions improves the client experience. With the use of technology, event managers can work more efficiently and concentrate on the main elements of the occasion. Many companies that deal with events still arrange events the old-fashioned way, by writing down the information about their clients and their reservation details. Some of the clients must visit the store if they want to rent packages and gowns for upcoming events. With the advancement of technology, event planners now prefer to use web-based event management to efficiently manage the events of their clients and to save the time and effort involved in event preparation (Bronson, 2018).



A wedding planner gives a service to help the bride and groom plan and carry out the complete event for their wedding party by modifying all of their needs and preferences to create the ideal wedding party. Data management and Marketing Services are still managed manually in Resta Wedding Organizer, which causes problems. Customers are required to come in person to the wedding planner's branch to place an order due to media restrictions. Meanwhile, wedding planner marketing is still done through brochures, and simple social media, which still has a limited influence on information dissemination (Gunadi, 2022).

The word "event planning" is used to describe a variety of preparation processes for events, activities, business operations, and business functions (Thompson, 2022). With the development of technology, it is now much simpler to visit a website than it formerly ought to meet in person. People are beginning to prefer using event and reservation-related websites. It saves money and time. Online wedding planning is a growing business with a lot to offer. In the local market, there are already various web applications for wedding planning.

A lot of mistakes are made while making reservations since a person must monitor appointment scheduling; often, two or more appointments end up being held for a while as a result. There is a significant flaw in the existing procedure that makes customers dissatisfied. Moreover, brochures are used to convey advertising and information about the services, which is a costly waste of time (Hettiarachchi, 2017).

The researchers proposed Online Event Planner and Reservations for CJN Bridal Collection to help their business in planning various events. One important thing in creating Online Event Planner and Reservations is to help their customers to book or



make reservations for their upcoming events online. Venues, services, rentals, etc. can advertise themselves in the marketplace. People who want to have special occasions can browse the website, add books, rent, and reserve. Agile Scrum will be used, MySQL for the organization of the database, and PHP for the program of the system. Developing an online event planner and reservation system for CJN Bridal Collection can help them make their business effortless and distinctive. The system that can add, edit, delete, and update the records would cause service efficiency, and furthermore easy to use.

Conceptual Framework of the Study

The figure below shows the input, process, and output of Online Event Planner and Reservations for CJN Bridal Collection with the functions described on how the proposed system processed.

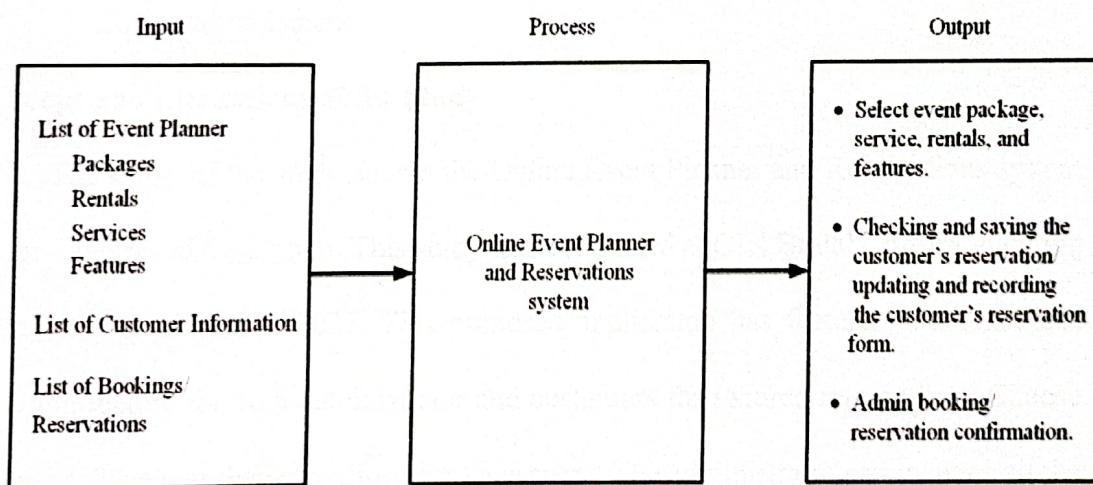


Figure 1. Conceptual Framework

Figure 1 illustrates the study's application of the input-process-output method. A list of event planner inputs, including packages, rentals, services, and features, is provided to the system. The list of customer information and the list of bookings/reservations are also included in the input. The process of the system is the



developed online event planner and reservation system, which is how the study is carried out and it allows users to browse the website and make reservations on their behalf. The output of the system is the administrator's activity, in which the manager organizes user records, booking/reservation confirmations, and records and updates the list of event planners and reservation forms for the customers.

Objectives of the Study

The study aims to develop a Web Application for CJN Bridal Collection to manage their business. And help their customers to plan and book their events online.

1. To determine the existing process of CJN Bridal Collection in event planning and reservation.
2. To determine the features of the developed system.
3. To evaluate the Acceptability of the developed Online Event Planner and Reservation system.

Scope and Limitations of the Study

The scope of the study covers the Online Event Planner and Reservations system for CJN Bridal Collection. This study was conducted at CJN Bridal Collection during the school year 2022-2023. This proposed application has features and functions: Login feature for both administrator and customers for secured transactions; Choose the package that they can afford for their event; The administrator can manage all the features of the system, manage accounts of staff and customers; Send email to customers for the verification of their reservation; and the customers can add, edit, or cancel their reservations.



The study is limited only to the customers of CJN Bridal Collection. The system is an internet-based application thus the modules require an internet connection if it will become available online. The payment gateway method is not included in the system.

Importance of the Study

The study is beneficial in the following:

The Manager and Staff of CJN Bridal Collection can manage the information of events and reservations of their customers anytime by using their desktop computers or mobile phones.

The Customers can book or make reservations for future events online. They can choose or pick their gowns and suits, decorations, themes, and entertainment for their events online. The estimated price for each service and package will automatically be computed.

The Researchers will deepen and broaden their knowledge about Information Technology, particularly in Web Development.

The Future Researchers will use this as a reference and guide in conducting related studies. The outcome of this study will lead future researchers to a wider range of understanding and develop a more productive and functional feature of the web application.



Chapter 2

METHODOLOGY

This chapter discussed the research design, software model, project plan, data gathering procedures, the data gathering instruments, sources of data and the statistical tools utilized throughout the system development process.

Research Design

The presentation, prescription, and interpretation of the data were organized by the researchers using a descriptive developmental study design. The Online Event Planner and Reservations System for CJN Bridal Collection was designed using the results as a basis. Jones (2021) defines descriptive research design as a strategy for doing exploratory research on any topic. Developmental research aims to provide knowledge based on facts methodically collected from practice. According to Richey & Klein (2005), developmental research is a type of operational study that offers a method for evaluating "theory" that has only been hypothesized and verifying practice that has typically been sustained by unquestioned tradition. Additionally, it is a method to create new procedures, techniques, and instruments based on a thorough examination of specific cases. This research design helped the researchers understand and made a clearer view of the current situation of the event planning and process of reservation CJN Bridal Collection. An interview is one of the research methods used in this study to collect information from the CJN Bridal Collection. Thus, the researchers then formulated and developed the system through analysis, interpretation, and determination. The researchers used this research design to gather information about the current process of CJN Bridal Collection and the problems that would be



encountered in terms of event planning and reservation. This research method helped the researchers in analyzing and determining the errors of the developed system.

Software Model

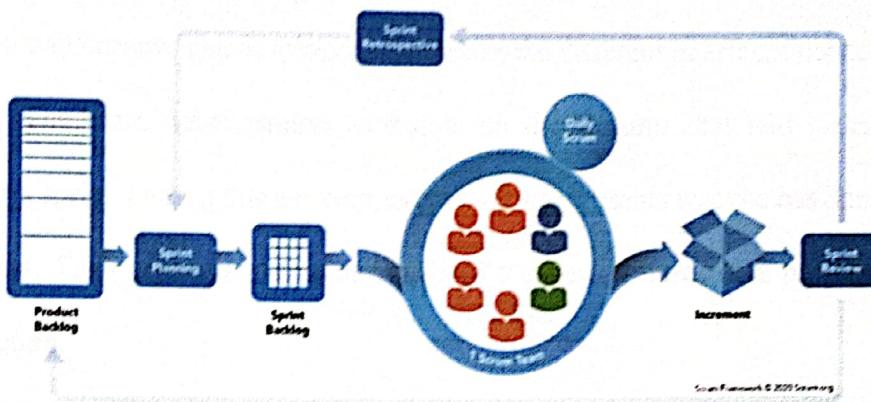


Figure 2. Agile Scrum Method

Agile is a highly adaptable approach to software development that supports cross-functional collaboration, stakeholder communication, and a structured project management technique (Khristich, 2020).

The Agile software methodology has the following phases which include Product Backlog, Sprint Backlog, Daily Scrum Meeting, and Sprint Retrospective Phase.

Product Backlog Phase. During this phase, the developer prioritized a list of all the features and functionality needed for Online Event Planner and Reservations for CJN Bridal Collection. The developer also gathered the different requirements needed in the development of the system from the CJN Bridal Collection like events, inquiries, and booking. It is prioritized to ensure building the most important features first. The product owner is the project's key stakeholder and represents users, customers, and others in the process. The product owner is often someone from product management or marketing, a key stakeholder, or a key user.



Sprint Planning Meeting Phase. In this phase, the developer identified the features to be included in the system by project planning as well as the requirements of the different stakeholders. The developer also decided the hardware and software requirements needed by the system based on the problems presented by the librarian during the interview. The developer also creates the different interfaces needed for the system. The entire team gathers to decide on the features that will make up the following sprint. During this meeting, every member presents what he has done during the sprint. They organize a demonstration of the new features or a presentation of architecture.

Daily Scrum Phase. In this phase each day during the sprint, a brief meeting is conducted. This meeting helped the researchers set the context for each day's work and stay on track. All team members are required to attend the daily scrum.

At this phase, the researchers created the flow chart, use case diagram, the entity-relationship diagram. In order for the modules to function, the developer wrote codes using PHP, JavaScript MySQL Server, and Wamp or Xampp Server for the database since part of the transaction is online.

Sprint Retrospective Phase. In this phase, the developer showed the developed system to the CJN Collection. The Manager of CJN Bridal Collection will provide feedback which will be used by the developer to further enhance the system. It is also in this phase that the acceptability of the developed system will be tested.

In this project, one of the things that were taken into consideration is time management. The researchers have created a calendar for each stage of growth that has acted as their manual for maintaining organization and has assisted them in



identifying what needs to be done when and how. This also helped them in preventing from overdue tasks and finish the project development within the allotted duration.

Project Plan

Table 1 illustrates the timeline that was used as a project management tool to represent the state of the process of CJN Wedding Collection's Online Event Planner and Reservations system. Project planning was conducted on September 2022 to December 2022. The tables below were the formulated project plan for the progression of the study.

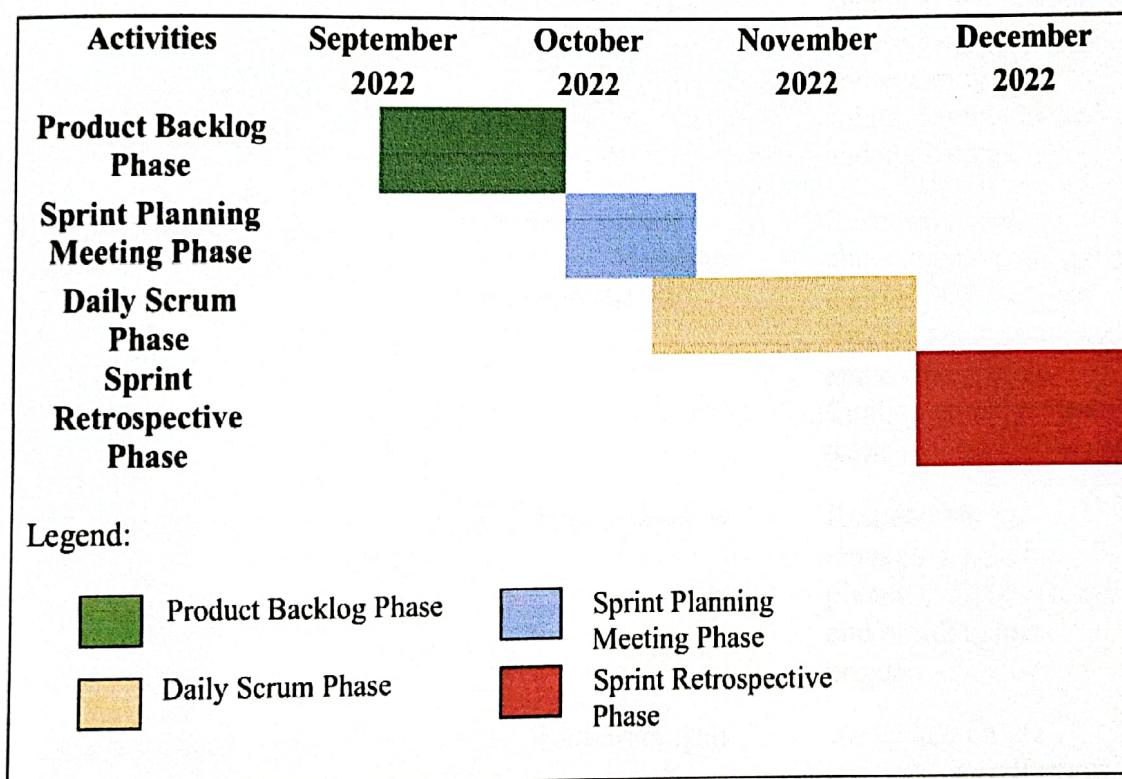


Figure 3: The Project Plan using Scrum Method.



Project Assignments

The project's team members' roles and responsibilities within the proposed system, the Online Event Planner and Reservations for CJN Bridal Collection are shown in Table 2.

Role	Name	Functions
Project Manager	Mark Angelo Osianas	Responsible for coordinating with the project team and maintain open communication with all the members.
System Analyst and Designer	Mark Angelo Osianas Mae Nicole Manugan	Coordinates the technical team's efforts in resolving challenges and ensuring that solutions are practical and consistent.
QA/Tester	Mac Ann Gasmen Mac Nicole Manugan Jonathan Villaruz	Responsible for checking the debugging queries of the project. Evaluate software needs and communicate findings to the project team.
Programmer	Mark Angelo Osianas	Responsible for managing systems planning design team and building the project.
Documentary and Technical Writer	Mae Nicole Manugan Mac Ann Gasmen Jane Delos Santos Roselyn Manipol Jonathan Villaruz	An update on the project's overall status. Publish the project requirement document and timetable.

Table 1. Project Team Assignment



Population and Locale of the Study

The research was conducted at CJN Bridal Collection Gen. Luna Street, Vigan City, which focused on the process of the online event planner and reservation system. Table 2 shows the distribution of selected respondents to participate in the testing of the proposed system. The researchers used a random sampling method to determine the number of respondents needed for evaluation. The researchers selected 25 respondents to participate in the testing of the system: (10) customers, (10) staffs, and (2) managers of CJN Bridal Collection. The researchers also selected (3) IT Specialists from Ilocos Sur Polytechnic State College, Sta. Maria Campus, Sta. Maria Ilocos Sur to test and evaluate the developed system.

Respondents	N
Customers	10
Staffs	10
Managers	2
IT Specialists	3
TOTAL	25

Table 2. Distribution of Respondents

Research Instruments

Interview, requirements analysis, internet research, and survey questionnaire were the tools used in the study, which also involved the participation of the managers, staffs, and customers of CJN Bridal Collection and IT Specialists.

To evaluate the acceptability of the developed system, the researchers used Website Analysis and Measurement Inventory (WAMMI) as a method for measuring user satisfaction among web site visitors, comparing their expectations with what they actually experienced there (WAMMI, 2020).



Data Analysis

The data gathered and collected from the responses of the participants from the survey questionnaires were analyzed and interpreted using the following statistical tools: Frequency count, Percentage, and Mean. In the survey questionnaires administered during the survey to the respondents after the testing of the system, the data was categorized per question. Each survey question also needs a method of answering scales: On a scale of 1-5, 1- Strongly Disagree, 2-Moderately Disagree, 3- Neutral, 4-Moderately Agree, 5-Strongly Agree.

Table 3 shows the descriptive rating on the level of acceptability of the proposed system.

Point Value	Mean Range	Descriptive Rating	Descriptive Interpretation
5	4.21-5.00	Strongly Agree	Very Highly Acceptable
4	3.41-4.20	Moderately Agree	Highly Acceptable
3	2.61-3.40	Neutral	Moderately Acceptable
2	1.81-2.60	Moderately Disagree	Slightly Acceptable
1	1.00-1.80	Strongly Disagree	Not Acceptable

Table 3. Descriptive Rating on the Level of Acceptability of the System

The data gathered were categorized from Strongly Disagree to Strongly Agree. Mean ranges from 1.00-1.80 described as Strongly Disagree and interpreted as Not Acceptable, 1.81-2.60 described as Moderately Disagree and interpreted as Slightly Acceptable, 2.61-3.40 described as Neutral and interpreted as Moderately Acceptable, 3.41-4.20 described as Moderately Agree and interpreted as Highly Acceptable, and 4.21-5.00 described as Strongly Agree and interpreted as Very Highly Acceptable.