



## ILOCOS SUR POLYTECHNIC STATE COLLEGE

**"DEVELOPMENT OF AN INTERACTIVE WEBSITE FOR STA. MARIA WEST  
CENTRAL SCHOOL, STA. MARIA ILOCOS SUR"**

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PRESENTED TO THE FACULTY OF THE  
ILOCOS SUR POLYTECHNIC STATE COLLEGE  
COLLEGE OF AGRICULTURE  
STA. MARIA ILOCOS SUR

IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

MARCH 2009

*Bachelor of Science in Information Technology*



## ILOCOS SUR POLYTECHNIC STATE COLLEGE

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## CHAPTER I

### INTRODUCTION

More and more people and business establishments use the Internet to find information because it is more convenient and it saves time. Having a website is becoming mainstream that customers and the general public expect a company to have a website. If people want information on a product or service, they are now saying, "**I think they have a website, I'll check it first.**"

Having a website gives the following benefits: a) it increases awareness of products or services; b) it expands market place; c) it increases hours of operation; d) it reduces publishing and communication costs; e) it improves efficiency; f) it is a low cost method of promoting the business and enhancing the image of the institution; g) it improves customer service; h) it provides information; and i) it opens new channels of communication with staff, clients, and stakeholders. [Sue Studios]

Developing an effective website requires thoughtful planning. Understanding the entire process before starting will save time and money as the project progresses. Although sites range from few pages to more complex ones with hundreds or thousands of pages and sophisticated interactive features, the development process remains similar. According to SOS Web Design, there are six basic stages: a) planning, b) content development, c) graphic design, d) programming, e) marketing, and f) promotion and maintenance. [Reference]



Many schools today have developed and established their websites and used it to promote their school to prospective clients as well as to provide information to their clients and stakeholders. School websites are used to publish news and incoming events, provide information to parents and students regarding school activities, programs, projects as well as in school curriculum. It also publish information guides for prospective clients such as scholarships, housing, admission requirements and procedures, and payment options. Some schools also use a website to provide online education as training to their students.

### **Background of the Study**

Santa Maria West Central School is one of the central schools in the municipality of Santa Maria, Ilocos Sur. The other central school is the East Central School. It is located along the national highway at Barangay Poblacion Sur, Sta. Maria, Ilocos Sur.

The school is headed by a Principal. During the conduct of this study, the principal was promoted and transferred to school district. Dr. Alegria F. Molina, the District Supervisor of the Santa Maria District served as acting principal. The Office of the District Supervisor is located within the school.

The school offers complete elementary level (Grades 1 to 6), pre-school 1 and pre-school 2. For school year 2008-2009, there are 514 enrollees distributed as follows, \_77\_ in grade 1, \_69\_ in grade 2, \_89\_ in grade 3, \_75\_ in grade 4, \_81\_ in grade 5, \_72\_ in grade 6. There are also \_51\_ pupils in preschool 1 and 2.

The faculty workforce consists of 15 permanent teachers and \_\_\_\_ volunteer teachers, and one utility worker.



The school publishes a school paper, "The Western Pines," once a year. The school officials expressed their deep desire and intention to have a website for the school. There is also a plan of the PTCA to establish a blog site for the school.

At present, the SMWCS doesn't have a website. Interview with school officials, officers of the parent-teachers association and the alumni associations revealed that there have been plan before to develop and establish a website for the school. But up to this time, the plan has not yet been realized.

The school officials and stakeholders wish to have a website to promote the school, publish information about the school projects and activities, as well as to contact with its alumni.

### **Statement of the Problem**

This study aimed to design and develop an interactive website for the Santa Maria West Central School.

Specifically, it sought to answer the following:

1. What are the system requirements/specifications for a website of Santa Maria West Central School in terms of
  - a. Content
  - b. Software
  - c. Hardware
  - d. Design
  - e. Users



2. What are the implementation options for the establishment of a website for Santa Maria West Central School?

### **Significance of the Study**

The development of a website for Santa Maria West Central School will have the following benefits:

For the school, it will provide an online presence of the school so that informations about the school where it can publish relevant informations about the school, its projects, activities, programs, and accomplishments;

For the alumni, it will serve as an avenue of communication with their alma mater, former classmates and teachers;

For the teachers and students, it can serve as a publication medium for their intellectual outputs such as researches, literary works, accomplishments and other outputs which are worthy to be published;

For the researchers, it enables them to acquire project management knowledge, experience, and skills in the development of a website for a particular client.

### **Scope and Limitation**

The study was conducted during the second semester of academic year 2008-2009 at ISPSC-CA. The study is limited of the development of a website for Santa Maria West Central School, Santa Maria, Ilocos Sur.



The study did not include the implementation of the website, however, it provides an implementation plan that the school can adopt when they want to implement the website.

## Definition of Terms

**Website.** A collection of web pages, images, videos, or other digital assets that is hosted on one or more web servers. [Wikipedia, 2009. <http://en.wikipedia.org/wiki/Website>]

**Webpage.** A resource of information that is suitable for the World Wide Web and can be accessed through a web browser. This information is usually in HTML or XHTML format, and may provide navigation to other web pages via hypertext links. [Wikipedia, 2009. [http://en.wikipedia.org/wiki/Web\\_page](http://en.wikipedia.org/wiki/Web_page)]

**Software.** A general term used to describe a collection of computer programs, procedures and documentation that perform some tasks on a computer system. [Wikipedia, 2009. <http://en.wikipedia.org/wiki/Software>]

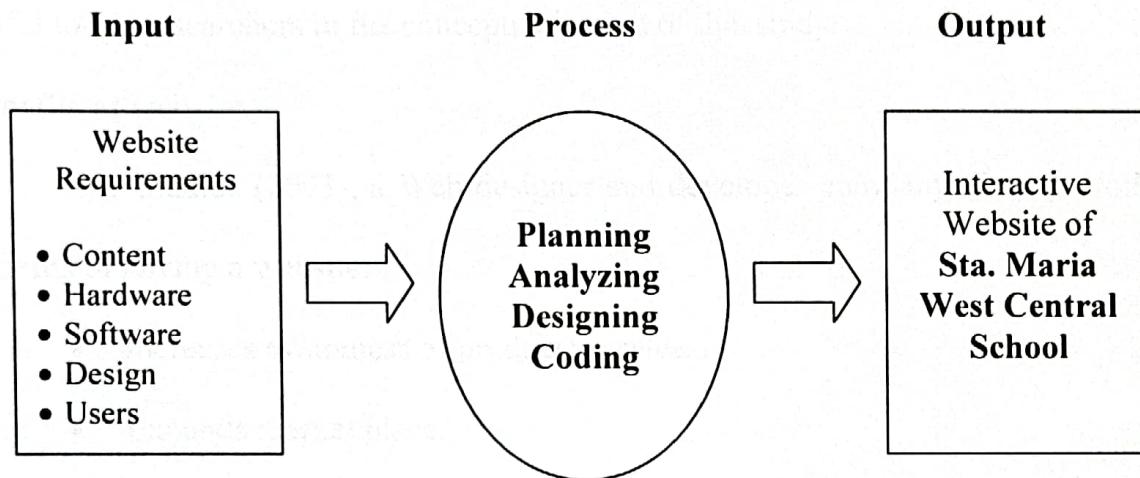
**Hardware.** A general term that refers to the physical artifacts of a technology. It may also mean the physical components of a computer system, in the form of computer hardware. [Wikipedia, 2009. <http://en.wikipedia.org/wiki/Hardware>]

## Conceptual Framework

As shown as Figure 1, the conceptual framework paradigm described the flow of the study. The input of the study were the website requirements and specifications which includes the content, hardware and software, design considerations and the users of the



website. The input was used as the basis in conducting the System Development Life Cycle which provided the steps that were followed in the development of the website. The output is the interactive website of Sta. Maria West Central School.



**Figure 1. Conceptual Framework Paradigm**



## CHAPTER II

### REVIEW OF RELATED LITERATURE

This section deals with the selected readings or concepts and studies that were useful to the researchers in the conceptualization of this study.

#### **Benefits of website**

Sue Studios (2003), a Web designer and developer company, lists the following benefits of having a website:

- Increases awareness of products/services.
- Expands market place.
- Increases hours of operation.
- Reduce costs / Improve efficiency.
- Build branding.
- Improve customer service.
- Improve efficiency.
- Provide information.
- Create a competitive edge.
- Open new channels of communication with staff, partners and suppliers.

#### **Features of a Government Website**

The most crucial element of having an online presence is a good content. This means that your website must be rich in *relevant, up-to-date* content that caters to the needs of different users, residents, visitors or investors.



Next to content is presentation. In a citizen-centric website, content must be presented in a way that reflects the needs of the citizens rather than the organizational structure of the LGU.

With these in mind, make an initial assessment of your existing website prior to constructing your new site. Sit down and sort out its existing contents and re-classify them according to the site map prototype provided in this document. Based on the results of your assessment, gather all other pertinent data to complete the given site map.

The general rule of thumb for government websites is that they must provide the public with *accurate, timely* and *comprehensive* information and services. Side by side, with having an online presence is the responsibility to ensure that this rule is adhered to at all times. Lastly, your website will be your home in cyberspace. From a global point of view, it will serve as the doorway to your LGU. As such, you must take pains to highlight the best assets of your place. Information must not only be properly sorted out but every article to be posted in the site must also be concisely written.

### **Citizen-Centric Website Development Guide**

Because users are always just a click away from leaving a site, the focal point in designing a citizen-centric website is how citizens use the site rather than what the site wants to convey. In the local government level, a citizen-centric website must provide a personalized user experience for a variety of users - residents, non-residents and business owners. [NCC]



**Banner.** The banner should at least contain the following elements: LGU logo, Philippine flag image, and the name of the LGU preceded by the text Official Website of (e.g. *Official Website of the City Government of Zamboanga* ).

**Official LGU Logo.** The LGU's official logo must be situated in the upper left corner of the page.

**Philippine Flag Image.** An image of the Philippine flag must be included in the upper right corner of the page.

**Name of LGU and Official Website Caption.** The name of the LGU must be prominently displayed on every page particularly the home page. To signify that the site is actually the official recognized website of the LGU, the LGU name must be preceded by the text Official Website.

**Footer.** The Footer should include among others the following options or links.

**Provincial Government Logo and Website Link.** For cities and municipalities: On the lower left portion of the page, place a logo and the corresponding link to the official website of the province under which the city or municipality belongs. For provinces: Instead of the logo and hyperlink to the provincial website, the logo and corresponding link to the Department of Interior and Local Government (DILG) website ([www.dilg.gov.ph](http://www.dilg.gov.ph)) must be provided in the lower left portion of the page.

**Government Portal Link - [www.gov.ph](http://www.gov.ph).** On the lower right portion, provide a link to as well as the logo of the Philippine government portal ([www.gov.ph](http://www.gov.ph)).

**Site Map.** A site map serves as an index of the entire website and its contents. It is easier for a user to find information on the site without to navigate through the site's many pages. As such, one must be provided for your LGU's website.



**Contact Us Link.** One of the most important bits of information commonly sought by users about an LGU is its contact information. Thus, make sure that you include your LGU's *complete* mailing address as well as telephone and fax numbers. Indicate also your LGU's official email address, if any. Be sure to include an address mail to link in the email address so that users won't have to go far to send their comments or feedback regarding the LGU's services. Telephone and fax numbers must be preceded by your area code and entered using the following format: (###) ###-####. Moreover, below the contact information, provide a **feedback form** where users can directly enter and submit their comments, suggestions, queries or complaints regarding the local government, its services, projects and even employees.

**Site Feedback.** This option should be provided for comments or suggestions pertaining to the website itself. Emails using the Site Feedback link should be directed to the webmasters email account.

**Disclaimer.** Enter in this section any disclaimer which you deem appropriate for your site. By definition, a disclaimer is a statement made to free oneself from responsibility. As far as websites are concerned, this may pertain to the veracity of certain content over the site owner, in this case, the LGU a has little or no control at all.

Example: (1) *The City of XXX shall not be responsible for any errors or omissions contained in this site. It reserves the right to make changes without notice. Accordingly, all information is provided "as it is. It provides no warranty, either express or implied, as to the accuracy, reliability, or completeness of furnished data. If you find any errors or omissions, we encourage you to report them to the webmaster.* (2) *The City Government of XXX makes no warranty; either express or implied, nor assumes any liability or*



*responsibility for the accuracy, completeness or usefulness of any information provided, nor that its use would not infringe copyright or privately owned rights. The City Government of XXX is not liable for the contents of any site linked to ours.*

**Privacy Policy.** Enter your LGU's private policy, if any, in this section.

**Copyright.** A copyright statement must appear at the bottom of the page to indicate your LGU's ownership of the site. Example: Copyright © City of Zamboanga 2004.

**Others.** Other elements or features that may appear on either the left or right pane or at the foot of the page.

**Search.** Search is one of the most important elements of a site. It helps users to find the information or service they need and effort.

**Contact Information.** Aside from the **Contact Us** link in the footer, the local governments complete address mail and email address, telephone and fax numbers must also be displayed conspicuously on the site's main page either on the banner, footer or the left or right page.

**Visitor Counter.** This must appear somewhere on the page counter that monitors the number of visitors of the site since it was made accessible to the public.

**Links.** Include links to other *related* sites such as municipalities, barangays, other government agencies, etc. Make sure that all links are active or functioning. All external links must be checked periodically to ensure that there is no broken or dead link.

**Online Survey/Poll.** Provide a simple online survey on the latest relevant national or local issues as a mechanism for getting the public's pulse on said issues.



**SMS Information.** If your LGU has an official text messaging hotline for handling citizen feedbacks, place the corresponding information or instruction.