

Project Planning and Design Documentation – EVENTURA

Database and Web Application Development – DIG5127

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1 Overall Project Planning

1.1 Gantt Chart Analysis

Figure 1 outlines key administrative details. The team members; the project start date; The legend which contextualises the visualisation of the Gantt chart; and the scroll increment which decides the dates which are shown in the visualisation. Due to being unable to access Microsoft Projects, the next best option was to use the Excel Free Design Template. It is key that the Gantt chart contains detail and context. With the improved visualisations and built-in date time functions, we aim to switch our project management to Projects.

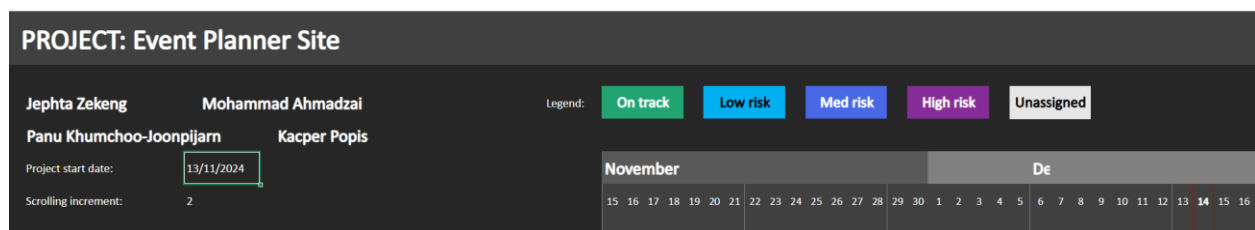


Figure 1: Free design template used for our Gantt Chart

Figure 2 clearly outlines and distinguishes milestones and goals the group and its individual members are aiming to achieve. The first milestone being split into documentation, designing, and planning tasks. Excel is optimal in its customisability, having customisable categories which are uniquely represented in the visualisation, as well as the progress percentage – acting as an approximation for task progression at a glance.

| Milestone description | Category | Assigned to | Progress | Start | Days |
|--|-----------|----------------------|----------|------------|------|
| D2 - Database and Web Application design planning document [15%. Group-based] | Milestone | Group | 99% | 11/11/2024 | 33 |
| D2 Database Plans/Designs - ERD | Goal | Panu | 99% | 12/01/2024 | 12 |
| D2 Milestone Submission | Milestone | Group | 85% | 15/12/2024 | 1 |
| D2 - Overall Project Planning - Gaant Chart | Low Risk | Panu | 99% | 12/12/2024 | 2 |
| D2 - Web Application Plans/Design - Sitemap | Low Risk | Kacper | 90% | 08/12/2024 | 1 |
| D2 - Web Application Plans/Design - Figma (Customer) | On Track | Kacper, Ali, Jephta | 99% | 08/12/2024 | 7 |
| D2 - Web Application Plans/Design - Figma (Services) | On Track | Kacper, Ali, Jephta | 99% | 08/12/2024 | 7 |
| D2 - Document (Web Application Plans/Design - Figma) | On Track | Ali, Jephta | 99% | 12/01/2024 | 7 |
| D2 - Document (Web Application Plans/Design - Sitemap) | On Track | Kacper, Jephta | 80% | 12/01/2024 | 5 |
| D2 - Document (Project Planning and ERD Design) | On Track | Panu, Ali | 80% | 08/12/2024 | 5 |
| Assignment D3 - ERM and Final Application Submission | Milestone | Group | 0% | 14/12/2024 | 33 |
| D3 - Front End Development | Goal | Kacper, Jephta, Panu | 0% | 14/12/2024 | 33 |
| D3 - Back End Development | Goal | Kacper, Panu, Ali | 0% | 14/12/2024 | 33 |
| D3 - Database using SQL on a host DBMS | On Track | Kacper, Panu, Ali | 0% | 14/12/2024 | |
| D3 - Development of Web App Client and Server-side Web scripting | On Track | Kacper, Panu, Jephta | 0% | 14/12/2024 | |
| D3 - Application of UI | On Track | Ali, Jephta | 0% | 14/12/2024 | |

Figure 2: Gantt Chart Timeline Goals

Figure 3 showcases the visualisation section of the Excel Free Design Template Gannt chart. As seen in Figure 1, low risk and on-track coloured boxes are visible. Additionally, the milestone dates are visualised by the flag icons in each day. The red diamonds represent the dates corresponding to goals in Figure X (2). The lack of descriptors and titles on each cell in visualisation makes it difficult to grasp the information at a glance.

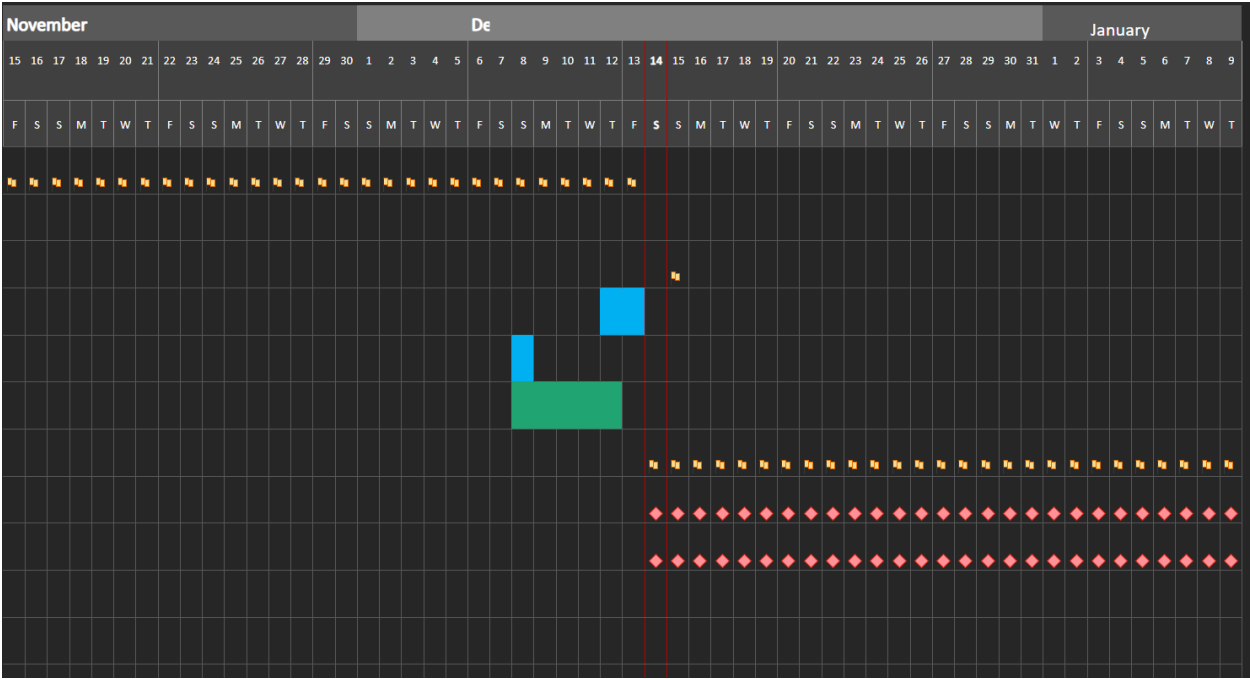


Figure 3: Gannt Chart Timeline and Goals visualised

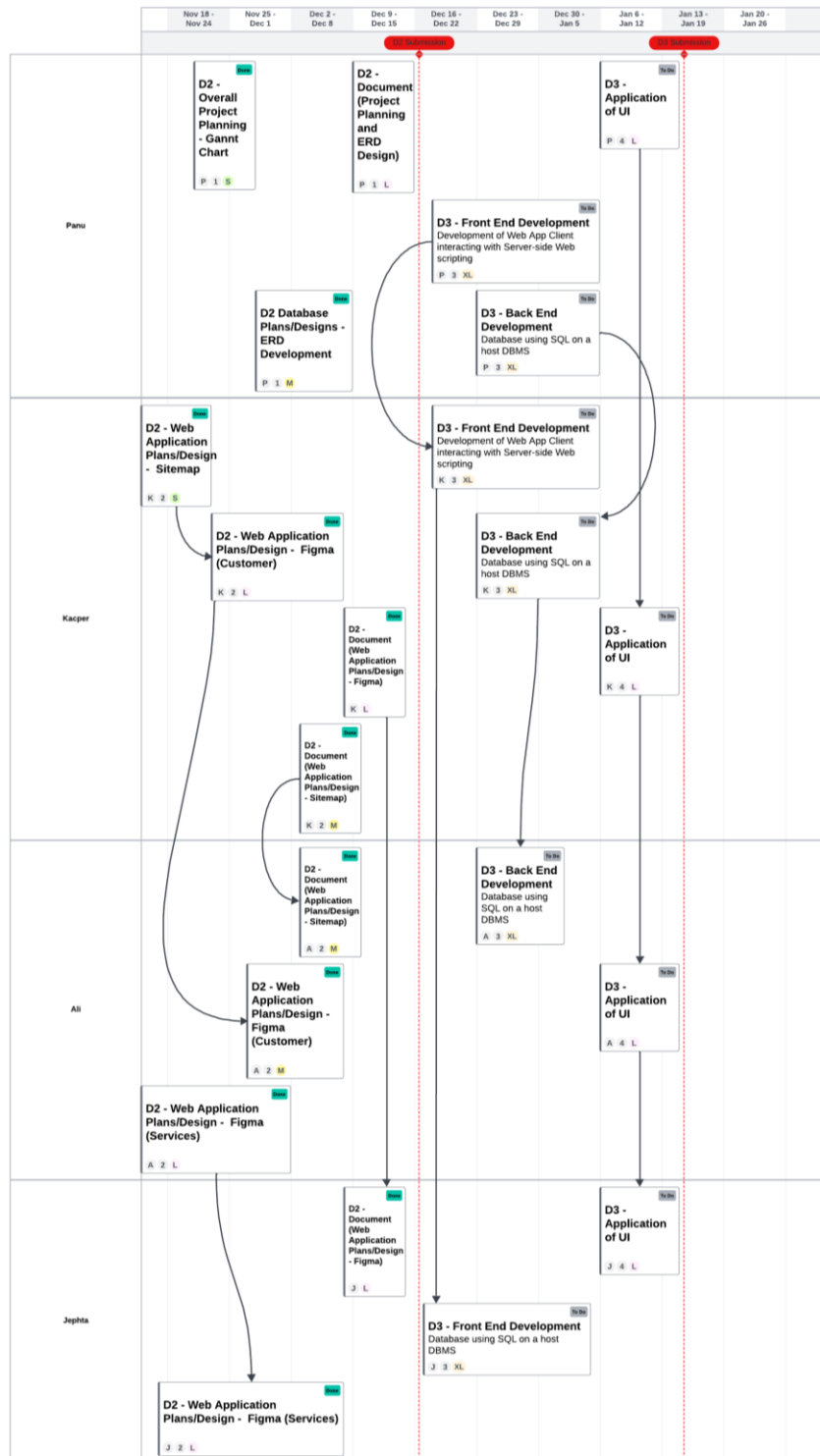
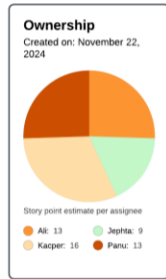


Figure 4: Gantt Chart Timeline and Goals visualised (Lucid.app, 2015)

Due to *Figure 3* lack of detail in visualisation, utilising *Figure 4* with the same *Figure 2* data, gives a clearer visualisation of each members task in a given week and how each individual task fits into the greater timeline of the overall project. This is an improvement on the visualisation produced by XL. We can also distinguish the priority and difficulty of a specific task using the T-shirt label (S-XXL) and the Team Estimation (number of people working on the task). We also utilised arrows to link the members working on the same task together, further aiding the at a glance visualisation.

1.2 Planning Reasoning

The ideology in splitting the workload in preparation for the submission of the second milestone is the idea of different sections in web application development: Backend Server-Client Communication, Backend Database Management System with SQL, Frontend Structure and UI accessibility. Our 4-member team has a varying degree of experience. In order to balance the workload and enhance the experience of members, at each stage, there is one more experienced member teamed up with an inexperienced member at any given point, enabling less experienced members to be overseen and allow for correct design principles to be implemented.

2 Database Plans / Designs

2.1 Entity Relationship Diagram (ERD) Analysis

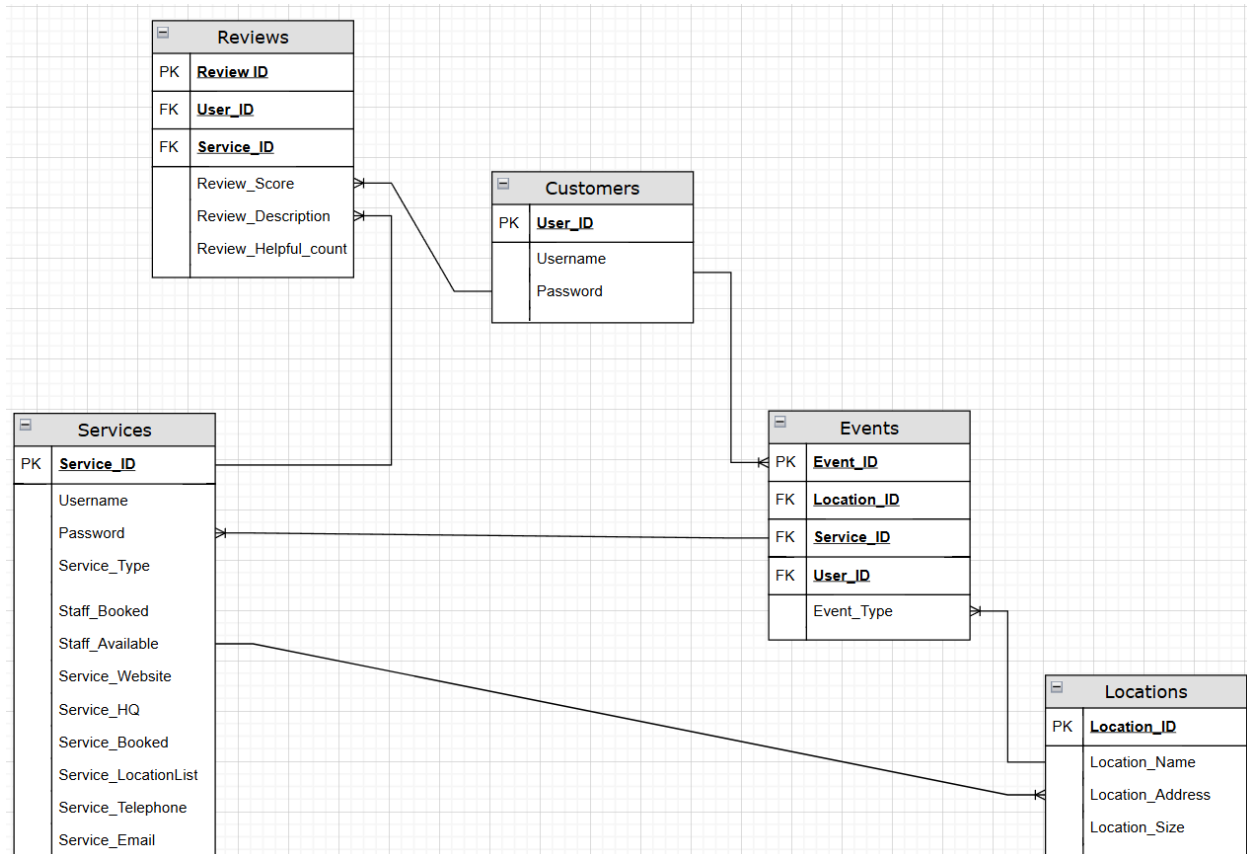


Figure 5: Crow's Feet ERD for Eventura

ERD diagram in Figure 5 contains entities: Reviews, Customers, Locations, Services, Events. Events is an intermediary table from a many-to-many relationship, created to reduce redundancy of data and reduce risk of data inconsistency. Events table links Location, Customers, Services, and the Event data itself. This process of normalisation means that data in other tables only reference the original data and make changes to original data. The links are mostly many-to-one links.

3 Web Application Plans / Designs

3.1 Site Map Analysis

The sitemap below (shown in *Figure 6*) represents the links between all the pages we offer. The homepage branches out to all the sites highlighted in purple:

- Services
- Locations
- The Team
- Customer Support
- Reviews
- Login
- Customer Dashboard
- Business Dashboard

For example, the user can access the login page by clicking the profile icon in the navigation header, from there, the user will be taken to the login page (if they aren't logged in) or their respective dashboard – depending on if their account is a regular customer account or a business account.

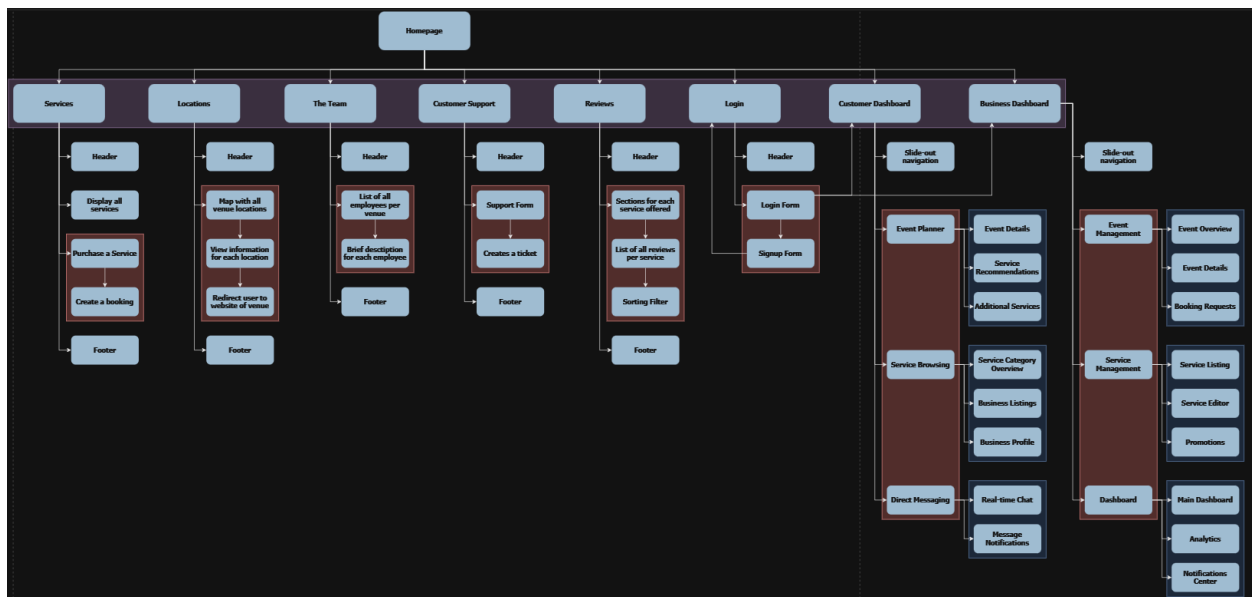


Figure 6: Sitemap of the website

3.2 Figma Documentation

Introduction

Before starting on the code for our event planning website, we needed to come up with a design that would give us a guideline on how to develop our website. Firstly, as a group we came up with the main pages of the website, these were the Homepage, Services, Locations, The Team, Customer Support and Reviews.

We then looked at different websites, such as Hitched, eventplanner and The Venue Booker, to use as inspiration during the design stage of our project. The website will need to upkeep a professional yet still be easy to navigate around, as the target audience for our website will be adults and companies.

Additionally, the software that was used to create a design for our project was Figma, and Figma offers free design templates [1] that we also utilized and took sections from and altered them to suit the feel of our project.

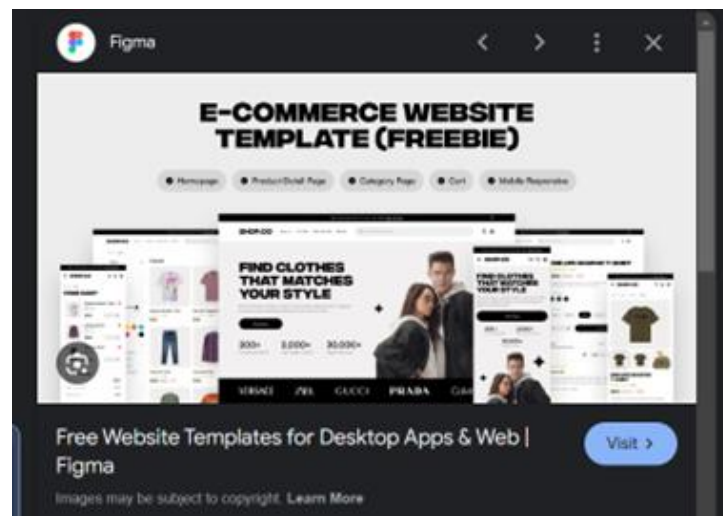


Figure 7: Free design template used in our design

Homepage

After selecting a template, the first page to be created was the Homepage. The template offered a sleek navigation bar (shown in Figure 8.1), where the company logo stands out more compared to the other navigation headings. This same style was recreated in our design (shown in Figure 8.2) but without the search bar as there are limited services that we offer, rather than an e-commerce site which holds thousands of items.

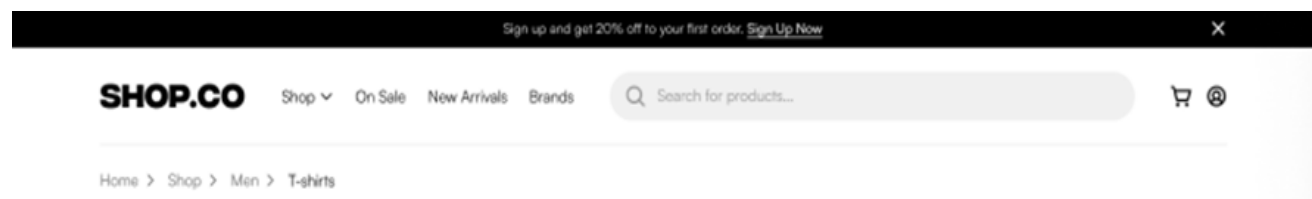


Figure 8.1: Navigation bar from Figma template

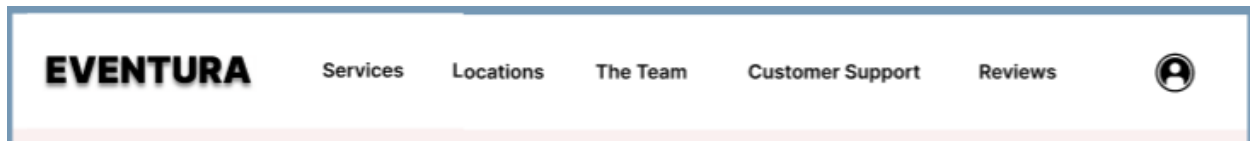


Figure 8.2: Navigation bar from our design

For the body of the homepage, the most effective way to grab the user's attention would be by utilizing “Call to Action” (CTA) [2] where pieces of content from our other pages would be displayed so the user can understand what we offer as a business, and navigate to the desired section of our website via a simple click.



Figure 9: Images that once clicked will redirect the user to their respective page

Additionally, implementing “Social Proof” [2] is a way to build trust with new customers and show to them that we are a reliable business. As such, implementing a highlight of our top customer reviews under our product section of the homepage will help with selling our services and give off a better first impression.

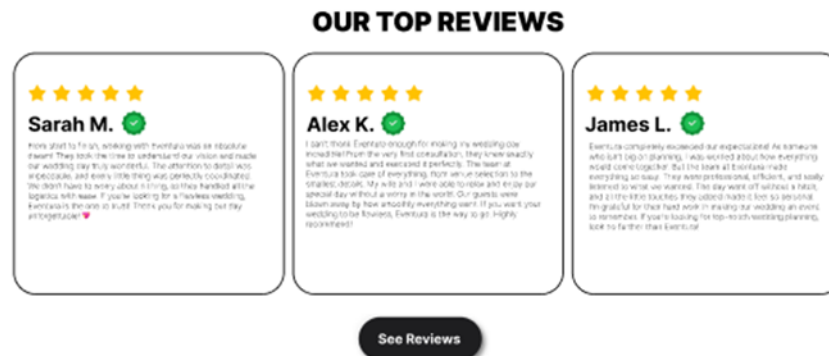


Figure 10: Preview of our top reviews

Finally, the footer is arguably just as important as the navigation [2] as such, it should contain elements like social media – where the user can be directed to our social media pages and further interact with our business. Another feature of our footer is displaying the payment methods that we accept as it acts to make our business seem more trustworthy to the customer by showing that we accept popular online payment methods [3].



Figure 11: Footer from our design

Services

The navigation changes slightly when entering the services page, the current site that you are on (the services page in this case) will be made bold on the navigation bar – as you can see in Figure 6 the “Services” part of the navigation is made bold to make it clear to the user which page you are on. This happens for each of the pages featured in the navigation tab whenever you are on the respective page. As for the body of the services page, there will be a list of all of the services that we offer, like venue booking, catering and wedding planning.

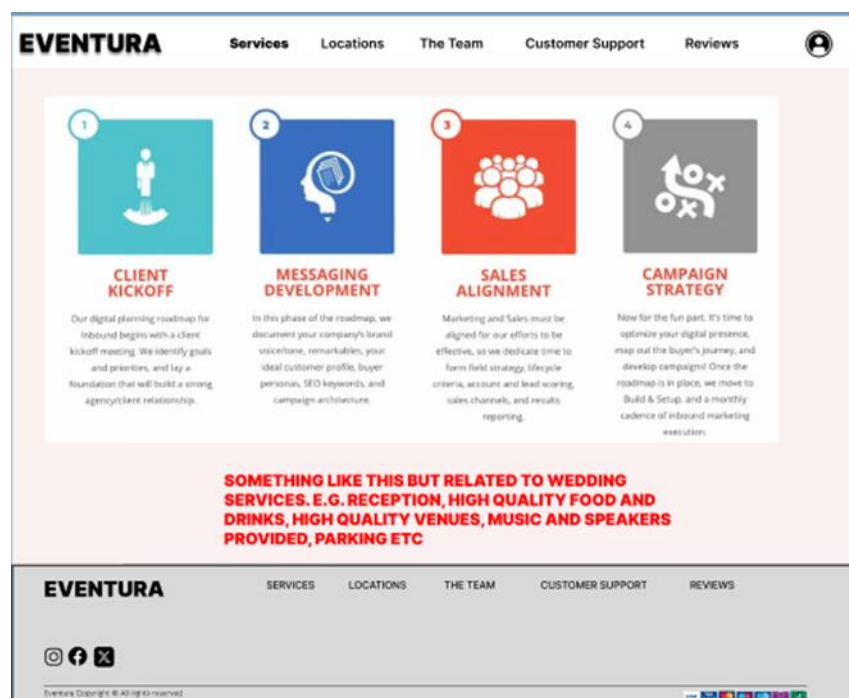


Figure 12: The services page

Locations

For the content of the page, it will contain an embedded Google Maps with custom markers which display all the venue locations that we host. With this, the user will be able to be redirected to the site location straight onto Google Maps. Additionally, when selecting different venues, the working hours will be displayed on the website (as shown in Figure 13) and will vary for each location.

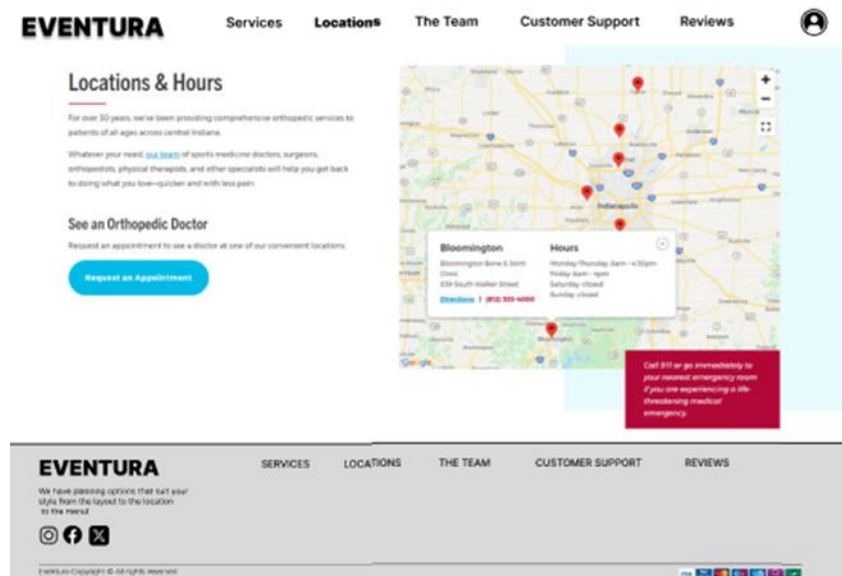


Figure 13: The locations page

The Team

For the content of this page, there will be a list of all the employees who work at each specific venue. Each employee will have their full name listed and have a picture of themselves there too.

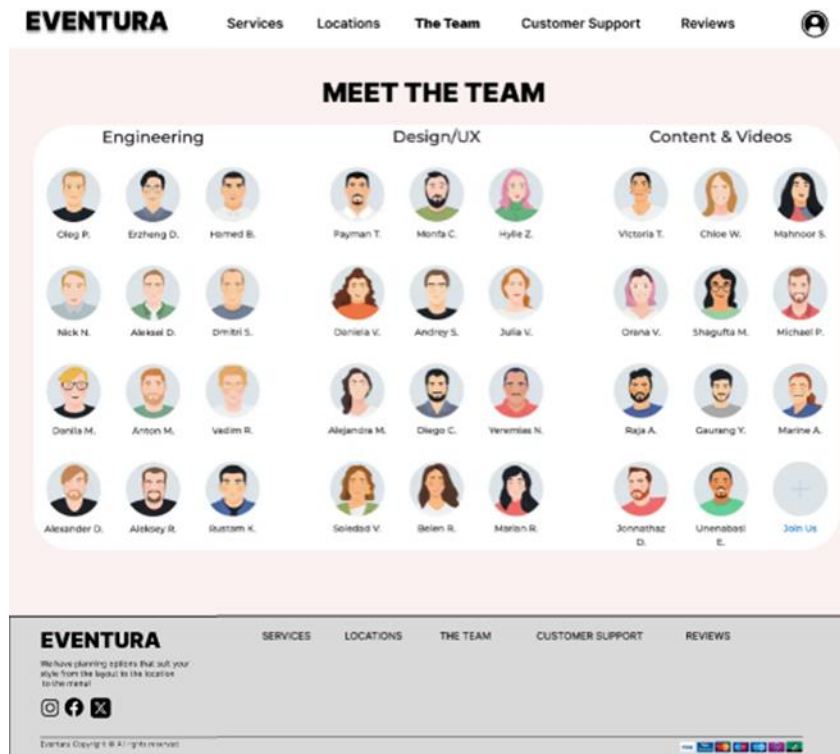


Figure 14: The team page

Customer Support

For the content of this page, there is a form that the user can fill out requiring the following information: first name, last name, email address, phone number, and a reason for contact. The user then can provide more information on their reason for contact to help with their ticket.

Figure 15: The contact form

Reviews

For the content of this page, the user will be able to cycle and look through all the reviews that have been left by customers (sorted by best-rated to worst-rated). Also, the user will be able to fill out a form to submit a review and give a rating, however, the user will be required to provide their reference number before they are able to submit a review – this will be a feature to prevent false reports.

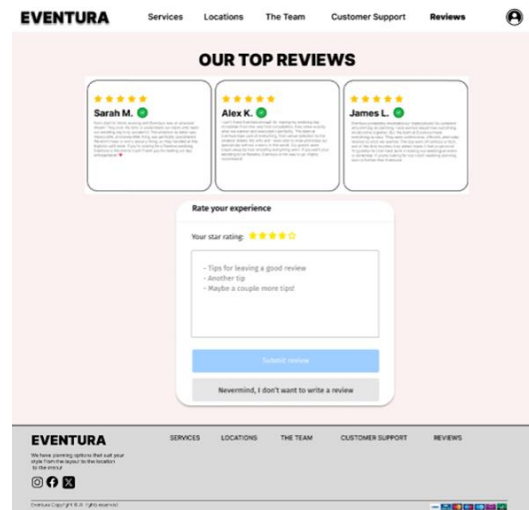


Figure 16: The review page

Login Page

For the content of this page, the user can log in to their account and after a successful login, they will be redirected to their account dashboard (depending on if it is a business account or a regular customer account). Additionally, the user will be able to sign up if they do not already have one.

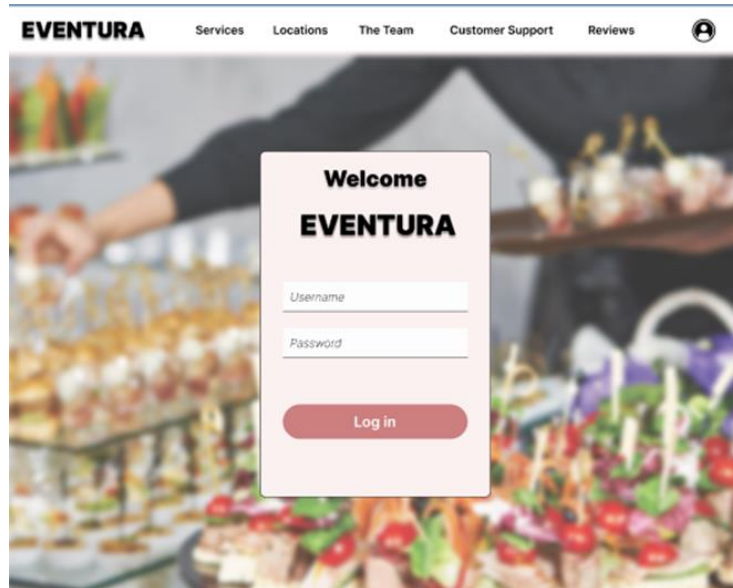


Figure 17: The login / signup page

Business & Customer Dashboard

Figure 18 below shows the business side of the page. The business side of the page is designed to empower businesses to manage their presence on Eventura. The event management section provides tools for overseeing events they are involved in by accessing detailed information about specific events and managing incoming booking requests from potential clients. In the service management section businesses can maintain their services offering through service listing and service editor allowing the business to update descriptions, pricing, and other details. Furthermore, they can use the promotions feature to create campaigns aimed at attracting more clients. Finally, the dashboard section provides a central hub where businesses can check their performance. This includes metrics and insights in the analytical section alongside more important updates and alerts housed in the notification centre. In conclusion this page provides businesses with the tools they would need to manage operations and their clientele effectively.



Figure 18: Business user dashboard

Figure 19 below shows the customer dashboard that simplifies the process of planning events and finding suitable businesses. At the core of this page is the Event planner which guides the users step by step to certain input details such as type of event, date, and their location. Once this information is entered then customers are presented with many service recommendations and optional added services tailored to their event needs. The service browsing selection section allows customers to explore service categories and browse a list of businesses offering those services and view detailed business profiles that include the businesses portfolio and other details like their pricing and reviews. To improve communication between customers and businesses, there is a direct messaging system which enables them to stay connected and a message notification section ensuring prompt updates. In conclusion the customer dashboard is focused on providing seamless and Userfriendly experiences to help individuals plan their events and connect with reliable service providers.



Figure 19: Regular user (customer) dashboard

3.3 Website Development

Currently, the only pages that have started being developed are the homepage (the index page), the services page and the location page. For the development of the website, the pages that we create will closely resemble the design created on Figma but with proper functionality through the use of CSS, PHP and JavaScript.

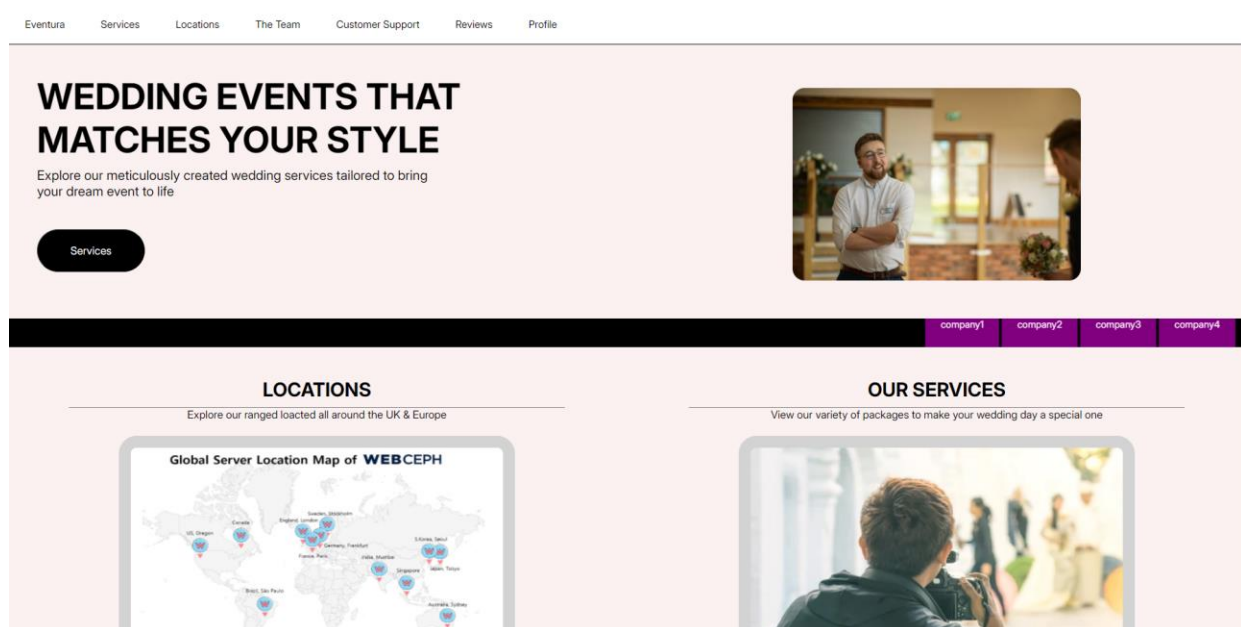


Figure 20: Screenshot of the homepage (built)

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