

UNIVERSITI TEKNOLOGI MARA

**E-APPOINTMENT SYSTEM DEVELOPMENT FOR
SMALL BUSINESS: CASE STUDY OF JAJJA CHINTA
HAIR SALON USING SHNEIDERMAN'S EIGHT
GOLDEN RULES THEORY**

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**BACHELOR OF INFORMATION TECHNOLOGY (Hons.) BUSINESS
COMPUTING**

JULY 2025

ACKNOWLEDGEMENT

First, I would like to give thanks to Allah S. W. T for His blessings and guidance which allowed me to complete this research within the given deadline. Moreover, I would like to take this opportunity to thank my supervisor, Ts. Dr. Nur Huda Binti Jaafar, for her support, responsiveness, as well as input throughout this project. Her efforts have been invaluable and encouraging in some aspects of this work.

I also wish to thank my lecturer, Miss Nor Hasnul Azirah Binti Abdul Hamid, for her comments from which I have received great benefit, and which have positively impacted the improvement of this research work. Additionally, I would like to thank my examiner, Sir Ahmad Nazmi Bin Fadzal, for such a painstaking review and their practical recommendations which have helped me in this project and its usefulness.

I would like to extend my special appreciation to the CEO of Jajja Chinta Hair Salon, Mrs. Jaja Elyana, as well as the management and the other staff for their collaboration, engagement, and willingness to assist me during the creation of the E-Appointment System. Your support in opening the doors and sharing your knowledge have made it possible for me to accomplish this project.

I owe my love to my family, as it is with the utmost appreciation that I regard you all for supporting me unconditionally, believing in me throughout all the stages of this journey. Your support has been the most uplifting. And finally, I would like to thank my peers and friends, whose company, wisdom, and encouragement have made this chapter better. Without all of you, all the learning and growth would be impossible.

ABSTRACT

Jajja Chinta Hair Salon had relied for years on a paper-and-pencil scheduling system that often led to double-booked chairs or missed customer requests. To address these recurring headaches, the salon commissioned an E-Appointment System intended to modernise its booking workflow in a straightforward, entirely digital manner. At the heart of the initiative lay a clear goal, simplify scheduling, cut down on clerical errors, and ultimately improve the customer experience. Project aims therefore included gathering both user and technical requirements, building the platform accordingly, and later confirming that it worked as intended through thorough usability tests. Development was guided by an Adapted Waterfall Model and intentionally aligned with Shneiderman's Eight Golden Rules of Interface Design, fostering a coherent and predictable interface.

The application was built with PHP, HTML, and CSS and coded in Visual Studio Code while running on a local Laragon setup. Database tasks were handled through the familiar phpMyAdmin console. The finished product offers separate modules for administrators, hair stylists, and customers, supporting real-time bookings, bespoke service choices, and integrated loyalty discounts in a single view. Quality assurance combined detailed test plans, expert evaluation, and post-launch user surveys. Participants rated the system's usability at 4.03 out of 5 on average, applauding its consistency, timely feedback messages, and sense of user control.

The initiative achieved its initial goals and illustrated convincingly that small, service-oriented enterprises stand to gain significantly from customized digital tools. For subsequent phases, it is advisable to consider the development of mobile applications, the provision of multilingual interfaces, and the seamless linking of external scheduling services, all of which would enhance both functionality and accessibility for users.

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