UNIVERSITI TEKNOLOGI MARA

BOOKING SYSTEM FOR LAWA STUDIO APPLY USERCENTERED DESIGN (UCD)

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ABSTRACT

This project aims to address operational inefficiencies at Lawa Studio caused by its manual booking system. The implementation of a Management Information System (MIS) will allow customers to book services online, improving decision-making and streamlining operations. The studio's reliance on WhatsApp for communication has led to delays in responding to client inquiries, motivating the development of this MIS booking system to enhance communication efficiency. The system, based on the Custom Waterfall Model, consists of six stages: planning, analysis, design, implementation, testing, and documentation. Key features include real-time booking, secured payment options, and management tools for tracking business performance. The MIS reduces scheduling conflicts, automates bookings, and provides instant notifications for customers. Staff also benefit from reduced manual work and improved workflow. Future enhancements include mobile compatibility, AI-powered chat support, advanced analytics, multi-location support, and a customer loyalty program. This system aims to improve customer satisfaction, optimize business operations, and support Lawa Studio's growth and competitiveness in the market.

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