

Universiti Teknologi MARA

**PHOTOGRAPHY BOOKING SYSTEM
FOR SMILESTORY STUDIO**

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**A project report submitted in partial fulfillment of the
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“In the name of Allah, the Most Gracious and the Most Merciful, Peace be upon the Holy Prophet, Muhammad S.A.W.”

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PHOTOGRAPHY BOOKING SYSTEM

ABSTRACT

With rapid advanced in technology, modern organizations even small businesses today are striving hard to achieve excellence in a highly competitive, complex and dynamic business environment. Nowadays most of the business interested to know how to managing, monitoring, produce profits and efficiency to support the business. Photography Booking System is developed for SmileStory Studio. Currently, SmileStory Studio does not have a computerized booking system that can help them in making the photography session reservation. Thus, SmileStory Studio is developing its capabilities for providing computerized access to its services. To resolve the SmileStory Studio's problem the project will focused on the web-based booking system, which in most cases the photographers has problems with their appointments and scheduling process. Objectives of this project are to identify the user requirement for Photography Booking System, to design the Photography Booking System that based on interactive and user-friendly web design and developing the Photography Booking System. This project utilize a User Centered Design (UCD) methodology where actively involves users at every stage of development to meet user requirement and design the system as interactive and user-friendly based. The results show that this project allowed SmileStory Studio to ease the customer to make reservation online, monitoring appointment scheduling and information detail review through real-time web-based or portal function. Therefore it can be concluded that this project create great implications to the SmileStory Studio by providing the easier way of job in photography, better customer service, increase the margin of revenues and having the wide range of customer where all the business information is reflected in the online website. Besides that, SmileStory Studio can be provided and perform a better decision making based on the analyzed reservation scheduling information.

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CHAPTER 1

INTRODUCTION

1.0 Client Background

SmileStory Studio is a small and medium enterprise (SME) owned by an individual bumiputera freelance photographer (refer **Table 1.1**). SmileStory Studio Enterprise was established by Sharil Shariff in 2009. In 2009, Sharil Shariff started his career in with a passion in photography by doing freelance project & shooting-tagging with a few experts. Sharil Shariff joined some official ceremony & small events in order to build up his skills in photography.

After 3 years of experiences in doing freelance jobs, Sharil Shariff decided to open up his own company & runs own photography business. At the present, SmileStory Studio offers a best shot for people in any ceremonies or events. Even though the company focus on wedding ceremony, SmileStory Studio also take a shot on some other event such as birthday party, family day, portrait photo-shoot, company event etc.

Sharil Shariff is a graduate of Bachelor of Science in Intelligent System, UiTM, Shah Alam. Sharil Shariff has 3 year's experience capturing the special moments of people's lives. Expertise in photo shooting & editing, added with some other extra packages; drives SmileStory Studio to excel & achieve an outstanding position amongst other photography companies.

Table 1.1: SmileStory Studio Company Profile

Company Name	SMILESTORY STUDIO ENTERPRISE
Company Registration Number	002141720-X
Company Location	A1201 PARK AVENUE CONDO, DAMANSARA DAMAI, 47380 SELANGOR DARUL EHSAN
Owner	SHARIL BIN SHARIFF
Contact Number	+6019-6852902
Company Site	https://www.facebook.com/SmileStoryStudio/info