



COLLEGE OF COMMUNICATION AND INFORMATION TECHNOLOGY

OPTIMIZING CUSTOMER EXPERIENCE THROUGH A MANAGEMENT FOR BEAUTY PARLOR IN POBLACION NORTH AND POBLACION SOUTH, STA. CRUZ, ZAMBALES

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A Thesis

In partial Fulfillment of the Requirements

for the degree of Bachelor of Science in Computer Science

College of Communication and Information Technology

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Sta. Cruz, Zambales

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APPROVAL SHEET

This, study entitled **“OPTIMIZING CUSTOMER EXPERIENCE THROUGH A MANAGEMENT OF BEAUTY PARLOR IN POBLACION NORTH AND POBLACION SOUTH, STA. CRUZ, ZAMBALES”** A.Y. 2023-2024 prepared and submitted by **LEA M. MARCELLANA, MONICA MARCOS, MA. ELENA C. VITALES,** and **BILLY VENCH M. MIRAFLOR** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN COMPUTER SCIENCE** are hereby recommended for oral examination.

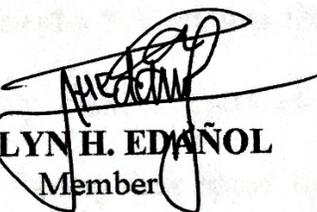

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Approved by the Panel of the Oral Examiners on _____ with a grade of _____.


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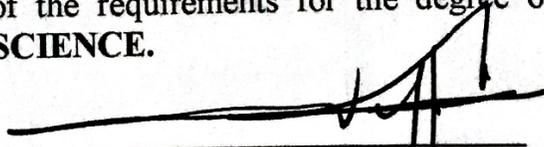

JING JING CONGORA
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Accepted and approved in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN COMPUTER SCIENCE.**

Date Signed


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EXECUTIVE SUMMARY

The Optimizing Customer Experience Through a Management of Beauty Parlor in Poblacion North and Poblacion South, Sta. Cruz, Zambales, was developed by the researchers to enhance customer experience and satisfaction in Scheduling Appointments Online of a customer.

This study made use of a descriptive method researched. The specific descriptive research technique used was a survey questionnaire, to completely shows an evaluation of the Management System in Hair Line Care Salon, Meshan Salon, and Berlyn Claire's Salon which are located at Poblacion North and Poblacion South, Sta. Cruz, Zambales.

The respondents perception towards the software quality of Optimizing Customer Experience Through a Management of Beauty Parlor in Poblacion North and Poblacion South, Sta. Cruz, Zambales, using ISO/IEC 25010 metrics in terms of: (a) Functional Suitability, obtained an average weighted mean of 3.92 and interpret as an "Excellent"; (b) Performance Efficiency, obtained an average weighted mean of 3.76 and interpret as an "Excellent"; (c) Compatibility, obtained an average weighted mean of 3.83 and interpret as an "Excellent"; (d) Usability, obtained an average weighted mean of 3.77 and interpret as an "Excellent"; (e) Reliability, obtained an average weighted mean of 3.80 and interpret as an "Excellent"; (f) Security, obtained an average weighted mean of 3.74 and interpret as an "Excellent"; (g) Maintainability, obtained an average weighted mean of 3.68 and interpret as an "Excellent"; and (h) Portability, obtained an average weighted mean of 3.84 and interpret as an "Excellent".

The respondent's perception towards the level of acceptability of Optimizing Customer Experience Through a Management of Beauty Parlor in Poblacion North and Poblacion South, Sta. Cruz, Zambales, using ISO/IEC 25010 metrics in terms of: (a)



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Functionality, obtained an average weighted mean of 3.86 and interpret as “Highly Acceptable”; (b) Performance, obtained an average weighted mean of 3.79 and interpret as “Highly Acceptable”.

The respondent’s perception towards the level of readiness of Optimizing Customer Experience Through a Management of Beauty Parlor in Poblacion North and Poblacion South, Sta. Cruz, Zambales, using ISO/IEC 25010 metrics in terms of: (a) Facility, obtained an average weighted mean of 3.70 and interpret as “Very Ready”; and (b) Technical Personnel, obtained an average of weighted mean of 3.82 and interpret as “Very Ready”.

In review of findings and conclusions, the researchers offer the following recommendations: (1) To address internet connectivity issues and improve reliability, it is recommended an alternative connectivity solution such as mobile hotspots or secondary internet access points. These backup options can serve as temporary measures during primary connection outages, to ensure continuous operations without any interruptions. (2) Provide comprehensive training and support to users to help them effectively utilize the software's functionality. Offer tutorials, and user guides, to address any usability challenges and ensure that users are equipped with the knowledge and skills needed to utilize the software's features effectively. (3) Solicit feedback from users on their experience with system updates and maintenance. This can help identify any challenges or areas for improvement and ensure that future updates are more effectively implemented. (4) Establish a regular schedule for system maintenance and updates to ensure optimal performance. This could involve weekly, monthly, or quarterly maintenance checks to address any issues promptly and keep the system running smoothly. (5) To improve the usability of the system, prioritize user experience design that focuses on the needs and preferences of employee and customers of Beauty Parlor in Poblacion North and Poblacion



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South. Design interfaces that are intuitive, visually appealing, and easy to navigate. (6) To ensure that the system continues to function properly and to address any potential issues, it's essential to conduct regular maintenance activities. This includes applying software patches and performing hardware upgrades to prevent faults and mitigate the risks of system failures. By staying up-to-date with the latest technology advancements and adhering to security best practices, it can maintain the reliability of the system over time. (7) To address security concerns, it is important to regularly updated with the latest security patches and fixes. By establishing a process for promptly applying software updates, it can minimize the risk of exploitation by attackers and protect against emerging threats. (8) To enhance maintainability, it is important to implement comprehensive backup and recovery procedures to ensure that critical data and system configurations are regularly backed up and can be restored in the event of a failure. Test these procedures regularly to verify their effectiveness and minimize downtime. (9) To enhance compatibility, it is important to focus on enhancing compatibility with various browsers and other software dependencies to ensure smooth operation across different environments. This might involve testing it carefully to make sure it works smoothly, updating the list of required software, and fixing any problems that come up with compatibility.