PHOTO STUDIO APPLICATION WITH PAYROLL PROCESS

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ABSTRACT: Photography has changed dramatically from the early film generation to the current digital times. Hence, an updated service design of wedding photography services is important for the success of its business. The purpose of this study is to refine the design and quality aspects of wedding photography services, and meanwhile testing whether the quality measure model "SERVQUAL" is relevant in the context of wedding photography services.Online survey was the main research method for this study. Simple random sampling was first used to select target respondents, and finally 200 customers, who have purchased photography services from the photography firms/studios in India in the last five years, were chosen as a valid sample for this research. A questionnaire containing a number of service quality statements of photography services was designed based on the SERVQUAL model, to investigate customers' expectations on photography services and post-purchasing perceptions of the actual services. After that, factor analysis was employed to identify the quality dimensions under the context of wedding photography services, and to discuss whether there were any differences from the five quality dimensions of the SERVQUAL model. Finally, a multiple regression analysis was conducted to find which quality dimension of wedding photography services had significant impact on overall service quality.

The results of the survey revealed that customers expected highly on some aspects of the services like the photographers' guidance and the quality of the photos. In addition, an adapted construct, based on 18 quality statements of wedding photography services, was established with three quality dimensions --- "service delivery process and service product", "physical conditions" and "empathy". They were different from the five dimensions of the SERVQUAL model, and only "empathy" was the same as the one dimension included in the SERVQUAL model. The new dimension "service delivery process and service product" had the biggest influence on the perception of the overall quality of wedding photography services, followed by "physical conditions" and "empathy".

Key words: [Wedding Photography Services; Service Design; Service Quality; SERVQUAL.]

1. INTRODUCTION

Recorded light rays to where they should This dissertation introduces a new ideally have terminated, to simulate the flow approach to everyday photography, which of rays through the virtual optics of an solves the longstanding problems related to idealized camera into the pixels of an focusing images accurately. The root ofidealized output photograph. these problems is missing information.

turns out that conventional photographs tell us rather little about the light passing through the lens. In particular, they do not record the amount of light traveling along individual rays that contribute to the image. They tell us only the sum total of light rays striking each point in the image. To make an analogy with a music-recording studio, taking a conventional photograph is like recording all the musicians playing together, rather than recording each instrument on a separate audio track. In this dissertation, we will go after the missing information. With micron-scale changes to its optics and sensor, we can enhance a conventional camera so that it measures the light along each individual ray flowing into the image sensor. In other words, the enhanced camera samples the total geometric distribution of light passing through the lens in a single exposure. The price we will pay is collecting much more data than a regular photograph. However, I hope to convince you that the price is a very fair one for a solution to a problem as pervasive and long-lived as photographic focus. In photography, as in recording music, it is wise practice to save as much of the source data as you can.

Of course simply recording the light rays in the camera is not a complete solution tothefocus problem. The other ingredient is computation. The idea is to re-sort the

2. PURPOSE

The purpose of this study is to improve the quality of wedding photography services, and meanwhile to investigate whether the five-dimension SERVQUAL model is relevant in this new context. Therefore, to achieve this purpose, three research questions have been formulated:

What are customers' expectations and post-purchasing perceptions on the quality aspects of photography services?

To what extent would the SERVQUAL model apply in the new context of photography services?

How important is each quality dimension of photography services for the customers?

3. LITERATURE REVIEW

This chapter presents a theoretical foundation for the thesis. The topics "service design", "service quality" and "the SERVQUAL model" are selected purposely to provide a theoretical foundation for a quality-based service design of wedding photography services. Finally, a summary is given as a bridge between the theoretical foundation and the following empirical research.

3.1 Service design

Historically, business innovators and researchers focus on physical product design, which has brought a long tradition of excellent work in marketing, technology, and industrial engineering (Ostrom et al., 2010). However, with the boom of service economy, the increasing focuses on the unique aspects of service design have begun to be heard. Since the market is full of products and highly competitive, organizations need to find new ways of competing and to offer new values for customers. This trend leads to considerable attentions on service design, which could help to create a new relationship between organizations and customers (1).

Generally, services include different components such as space, products, people, facilities, etc (3). The total service experience that clients have is made up from different encounters with these components. Every encounter is called a touch-point (2). Unlike products, services are intangible, and supplying and consuming services mostly occur at the same time. Following these features, it could be generalized that services are complex experiences happening over time and across some touch-points. Therefore, an organization providing services needs to address development in a different way compared to that of product design (1).

3.1.2 Design considerations on photography services

With a clear understanding on the type of services researched, it could facilitate service design and evaluation of service

quality (Kellogg & Chase, 1995). There are many different service classification schemes, from the early classification focusing on the definition of services to the recent view of classification with the service product & process elements orientation (Cook, Goh & Chung, 1999) . As to the photography services studied in this thesis, it could be classified as the type of services combining the attributes of "direct customer contact", "close interaction with service workers", "fluid process" and "processing of information/images", the classification scheme of which was proposed by Wemmerlöv (1990).

Since the customers of photography services have to be physically present during the service delivery process and would have a sensory perception of the services through eye contact, hearing, touching, etc., it is apparent that customers would interact closely with service providers. For "fluid process", it is identified according to the degree of routinization of the service process, which is relatively uncertain for photography services. In general, photography services have many uncertainties in the process, since environmental conditions, customers' performance and even the performance of photographers would influence the serving process and consequently affect the quality of photos. As to the object of the service process, "photos" (information/images) are the purpose of photography services. An example of a similar service type as photography services was given as "portrait painting" by Wemmerlöv (1990) in his paper, which confirms the reasonable classification of wedding photography services.

Product reviews. Additionally, we illustrate the potential of the methods for security informatics by estimating regional public opinion regarding Egypt's unfolding revolution through analysis of Arabic, Indonesian, and Danish (language) blog posts. For the type of services as photography services, some design considerations have been suggested (Wemmerlöv, 1990). First of all, service facility must be catered to customers' needs, which specifically means that the design of site location, layout and atmosphere should be attractive to customers. The professional equipment for processing information/images is required. The design of service delivery process must also be customer-oriented. Furthermore, strong interpersonal skills, a neat appearance, knowledge of procedures, technical skills and expertise are required from service providers, especially the photographers under the context of wedding photography services since they interact with customers closely. In addition, frequent exchanges of information between customers and service providers are necessary for reducing any serious consequences. "Information/images" as the product of service process should be paid enough attention. All of these design considerations above could be helpful for understanding the design and quality aspects of photography services.

For photography services, one special attribute that has to be mentioned is that it is generally a one-off service, and would rather attract new customers than rely on customer loyalty. The service providers of photography services cannot fail to serve the customers, since they hardly have the

second chance to make it better. Therefore, service providers should learn to understand customers' needs and expectations well before serving them, minimizing the possibilities to fail (Bowen, 1990).

3.1.3 SERVQUAL model

Much research effort regarding service quality has been devoted to the development of reliable and replicable instruments for measuring the construct. One of the most commonly used instruments is the SERVQUAL model (Parasuranam et al., 1985; 1988; 1991), which suggests that service quality could be measured through the differences between customers' expectations about the performance of service providers and their assessment of the actual performance results in perceptions of service quality.

These ten dimensions were subsequently collapsed into five dimensions by Parasuraman et al. (1988), as follows:
(1) Tangibles – Physical facilities, equipment, and appearance of personnel;
Reliability – Ability to perform the promised service dependably and accurately;
Responsiveness – Willingness to help customers and provide prompt service;
Assurance – Knowledge and courtesy of employees and their ability to inspire trust and confidence;
Empathy – Caring, individualized attention the firm provides its customers.

3.1.3 Summary of Literature Review

The introduction on service design, service quality and the SERVQUAL model, established a theoretical foundation for studying a quality-based service design on wedding photography services. The differences existing between products and services lead to a unique way of service design that strengthens not only the tangible things like physical environment and service products, but also people involved and the service delivery process.
photography services help to facilitate the design process and service quality improvement. The way to measure service quality was studied and the SERVQUAL model for evaluating service quality was found interesting to be further investigated.

4. EXISTING SYSTEM

Due to manual Process, existing system requires more time for completion of any work.
Also it is manual. So it increases the chances of errors like calculations. Wastage of resources including Manpower and stationary. Cannot ensure security of data, more paper work is required.
It is quite difficult to search information of particular orders or customers.
All Data are Store in Register.

5. PROPOSED SYSTEM

Proposed system is user friendly and anyone having computer knowledge Can handle it easily. It quickly stores, updates and search information of customers and orders.
Plenty of time is saved and it is very efficient. Run on minimum hardware and software configuration. Efficient and effective flow of records display. We can generate any type of report in formatted forms. System security and Authorization. Reduce the errors.
Back-end is designed using MySQL and it is related with front-end using PHP.
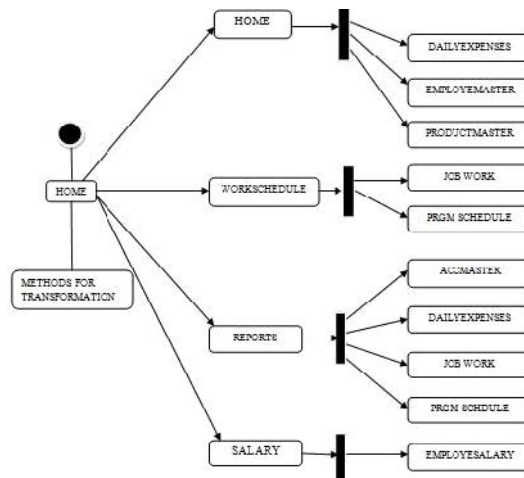

Figure - 1.1 Activity Diagram

6. METHODOLOGY

The chapter explains how the whole of this thesis was conducted and what approaches were employed for collecting and analyzing data. The test on validity and reliability of this research is also discussed.

6.1 Data collection

Online survey was used as the main research method. According to "Introduction to Using Online Surveys" (Ritter & Sue, 2007), online survey works best in a situation where a list of potential respondents is known to have emails and Internet access, and it is especially useful when the target respondents are geographically dispersed. Given a relatively large sampling size, online survey is more economical than other research methods like face-to-face interview or telephone survey. However, online survey has

its limitations. Respondents might abandon to finish the questionnaire if it is too complicated and takes much time. Hence, it is better to ask a variety of closed-ended questions which are relatively easy to answer. The length of the questionnaire should not be too long. The instruction of the questionnaire should be clearly formulated so that the respondents could understand the questionnaire well without guidance from researchers. Another problem that cannot be avoided is that respondents of the online survey might have a bias on the group of potential respondents who do not use Internet properly. When designing the questionnaire for this research, the advantages and disadvantages of online survey research theoreticalm.thodwere carefully taken Basedintoconsiderationonthe foundation and informal interviews with professional wedding photographers, 26 service quality statements associated with wedding photography services were developed, using the SERVQUAL model as a source of inspiration. These service quality statements are key components of the survey. The following Table 3.1 shows how these quality statements for wedding photography services were formulated based on the 22 service quality items of the SERVQUAL model.

To improve the likelihood of response, the questionnaire was formulated with easy to understand close-ended questions that would take five to ten minutes on average to complete. It was divided into three parts. The first part, containing 26 service quality statements, was designed to measure the respondents' expectations on the quality aspects of wedding photography services before purchasing. The second part, composed of the same 26 statements, was to measure the respondents' perceptions regarding the quality of services actually received; apart from that, a number of outcome variables, which included customers' perceptions of overall service quality, customer satisfaction and word of mouth, were included in the second part as well. A five-point Linker scale was applied

not only for evaluating each of the 26 service quality statements in the first 10 and second part respectively, but the variables associated with the overall service quality, customer satisfaction and word of mouth as well. The last part was designed to collect respondents' demographic information. Since the target respondents were customers of wedding photography services in China, the questionnaire was translated into Chinese, and its wording and meaning was checked carefully.
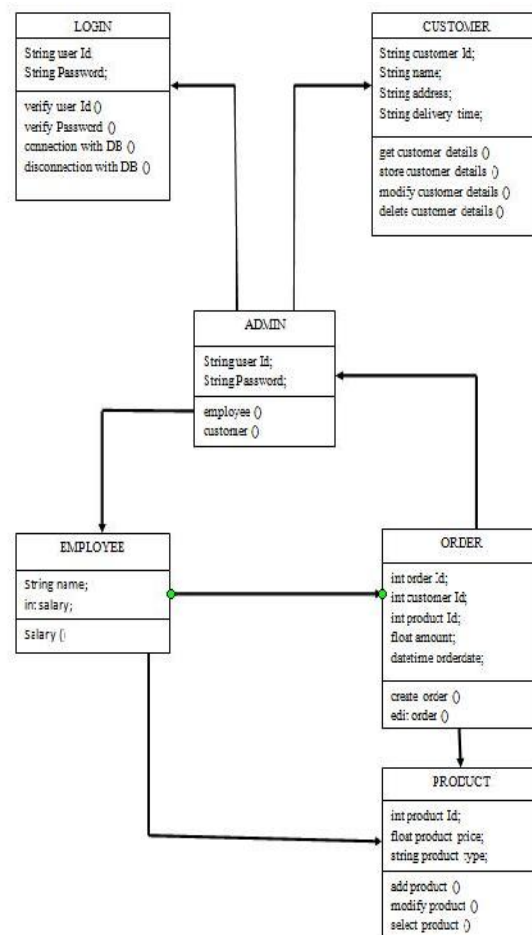
7. WORK FLOW

Figure - 1.2 Work Flow diagram

7.1 Admin

Admin panel allows admin to login through proper authentication process. It gives privilege for admin to edit or delete the contents in the database which reflects in the front-end.

7.2 Login

The login module includes authentication for the admin as well as deny the request of unauthorized user. Session option is included in login module and will close the admin panel after the time out. The admin can also make use of change password options.
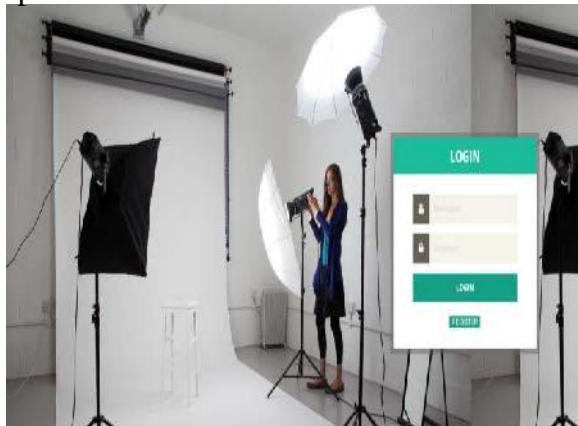

Figure - 1.1 Login Page

7.3 ACCOUNT MASTER

Account master stores the details for employees such as managing the current amount and add amount. Account master panel is used to manage the website by admin.

Figure - 1.2 Account Master Page

7.4 PRODUCT MASTER

Product master includes the details of product name, product value and purchase date. It manages the total amount. Mainly this module maintains the purchasing details of the camera equipments and other accessories of the studio organization. And also maintain the detail like equipment purchased date, quantity and purchases person's details.

Figure - 1.3 Product Master page

7.5 EMPLOYEE MASTER

Employee master includes personal details of employee and their salary details, joining details, department and designation and then granting access right to which module.

The main activities of these modules are Manages unique employee ID, which is automatically generated by computer.

Manages employee's personal details (one time information i.e. static information-Name, Family detail, Fund Nominee, Qualification and Training).

Manages employee working status Manages employees fund category(ESI, PF) Manages overall official posting detail of employee (from Joining Posting to Current Posting).

Manages pay scale, post and cadre detail of employee. Manages employee qualifying qualification.

Figure - 1.4 Employee Master Page

7.6 DAILY EXPENSES

This module is developed to store the details of daily expenses summary of the

photo studio organization like employee allowances.

Figure - 1.5 Daily Expenses Page

7.7 PROGRAM SCHEDULE

This module developed to manage the following details Store and manage the order number, customer name, type of program like Wedding, Birthday party, Engagement and other functions.

Store the order source detail like own reference order or third party references.

Manage program venue address, contact number, attend person name, contact details and accessories details what the employee carrier from the studio.

Manage the committed delivery date and delivery type like blue ray DVD, album.

Manage the work status like finished or pending.

Manage the payment details like the cost of order, received advance amount, and pending amount details.

Figure - 1.6 Program Schedule Page

7.8 JOB WORK

The job work module developed for maintain the details of work orders with the following details. Maintain system generated job order number for reference.

Maintain customer or clients details like Name; contact number, type of client (Corporate, or Normal Client).

Manage the type of work order like Photo Album Designing and Finishing Video/DVD Blue ray/DVD Pre Wedding Suit Edit Advertisement Short Film Movie Making Manage the Delivery type like (sticker included, without sticker, blue ray DVD).

Manage committed delivery date, total cost of work, advance amount and pending amount details.

Figure - 1.7 Job work Page

7.8 EMPLOYEE SALARY

Employee salary module developed for maintain the employee's salary credited details like basic pay, esi, pf, permitted leave days, number of working days, Leave taken by employee and salary deduction if any extra leave, and net salary details with credited month and year.

Deduction=(Workingdays/salary)*(Leavetakendate - Leave permit).

- Net salary=Salary-deduction.

Figure - 1.8 Employee Salary Page

8. IMAGING EQUATIONS METHOD

The 2d simplification above is well suited to visualization and high-level intuition, and will be used for that purpose

throughout this thesis. However, a formal mathematical version of the 2 d representation is also required for the development of analysis and algorithms. To conclude this introduction to photographs and light fields, this section derives the equations relating the canonical light field to photographs focused at different depths.

The image that forms inside a conventional camera, as depicted in Figure 1.3, is proportional to the irradiance on the film plane. Classical radiometry shows that the irradiance from the aperture of a lens onto a point on the film is equal to the following weighted integral of the radiance coming through the lens s [Stroebel et al. 1986]:
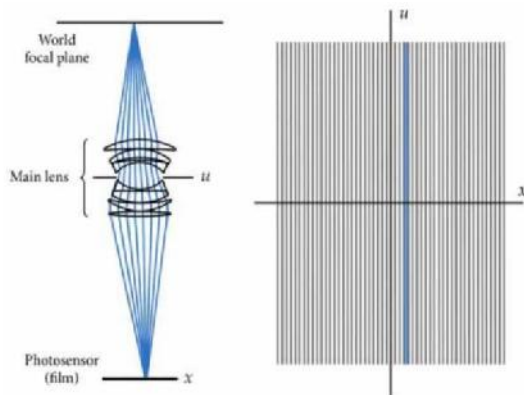

Figure 1.3 A cone rays of summed to produce one pixel in a photograph.

$$E_F(x, y) = 1 /F2 \ L_F(x, y, u, v) \cos^4 \ d \ d \ ,$$

CONCLUSION AND FUTURE ENHANCEMENT

This project helps in understanding the creation of an interactive web page and the technologies used to implement it. The design of the project which includes Data Model and illustrates how the database is built with different tables, how the data is accessed and processed from the tables. The building of this project has given a precise knowledge about how PHP is used to develop a website, how it connects to the database to access the data and how the data and web pages are modified to provide the user with a photo studio application.

The system is may be further extended to add a delivery module that would allow the customer to receive the products. The developed system does not provide any kind of such facility. By using MD-5 algorithm in MySQL for encrypting the password could make the password more secure than now. By adding one more feature help menu in this website could be more useful to the customer.

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