# An Integration Platform of Bridal Makeup Artists and Photographers

Chien Yun-Hsi　106034561

*National Tsing Hua University, Taiwan*

**Abstract.** In Taiwan, the wedding industry is composed of a variety of sub-group service establishments that work cooperatively to create a wedding event. These wedding industry sub-groups may include: wedding invitations, jewelers for wedding rings, event photography and/or videography, wedding planning services, formal wedding attire, wedding locations, banquet/reception locations, catering, and the securing of those individuals qualified to preside over wedding ceremonies. However, we have too much choices but doesn't have completely information, especially for makeup artists and photographer who usually have their own fan page or studio's website. Besides, the price and contract is not public, it could vary from person by person. I think it's a information asymmetry. So I build an integration platform of bridal makeup artists and photographers. It could help customers to save time to search the information of makeup artists and photographers and they can have trust by third-party payment with clear price plan.

## 1.Introduction

### 1.1. Case Application and Problem Definition

Life is full of big, confusing questions, one of those being: How on earth do you pick a makeup artist for what is arguably the biggest day of your life? After all, you'll have the photos and memories forever, and you want to be able to look back and not see smudged eye makeup, a shiny forehead, or any of the many other beauty blunders that could happen on your wedding day.

The recent years, the average cost of a wedding reached an all-time high of $745000 in Taiwan, according to Ministry of Economic Affairs of Statistics Division.

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| 訂婚、傳統禮俗 | 0~10 萬 | 10 萬~36 萬 | 40 萬~無上限 | 訂婚、禮俗用品、聘金(嫁妝)、喜餅、金飾 |
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▲ 根據台灣經濟部商業司統計，國內每對新人結婚平均花費74.5萬元，所以大部分的人都是用「精緻版」。

**Figure 1.** Spent on wedding statistic.

In Taiwan, wedding could separate two modes. One is just to register for marriage at the Household Registration Bureau Office without wedding reception. It's an industry that is growing slowly (about 2% per year) as more and more young people decide to skip marriage altogether. Another one is combination Easter and Western culture to celebrate a wedding. For example, most couples hire a professional photographer, photo montages or photo video at a cost from $6000 to $24000. There is a big price gap by personal profession. When my mom married in the 80s, it just had disposable cameras and took photos by photo gallery.

The Internet has also changed how brides and grooms research wedding vendors. Many couples plan their weddings through apps and mobile devices. With the rise of the sharing economy, more brides and bridesmaids are comfortable renting a dress, rather than purchasing a dress for one-time use. However, we have too much choices but doesn't have completely information, just can search by PTT,verywed.com…in Taiwan. Otherwise, word of mouth plays a key role in finding a reliable makeup artist or photographer by some communication software, for example, line. Unfortunately, makeup artists and photographers who usually have their own fan page or studio's website, when people want to compare price or plan is not convenient. Besides, the price and contract is not public, it could vary from person by person. I think it's a information asymmetry. So I build an integration platform of bridal makeup artists and photographers. It could help customers to save time to search the information of makeup artists and photographers and they can have trust by third-party payment with clear price plan.

## 1.2. Wedding industry and the problems in the future

This section introduces the wedding industry and the problem it will force in the future. Almost every industry has been (or will be) impacted by new technology, and the wedding industry is no exception. The wedding industry is a great example of an industry in transition, spurred on by digital innovation. Some of the market is stuck in the past with old ways of doing things, while a significant portion of the market has embraced new platforms and technology. Meanwhile, there are dozens of technology and media companies doing their best to push technology to new heights, as they imagine a future where most customers completely embrace digital. Although, there are many successful e-commerce's website, but they don't have an element that can let customers trade with make artists and photographers on the Internet . " 20 High Quality ecommerce Templates and Themes for Online Bridal and Wedding Stores-2017" [1].The difficulty is to attract makeup artists & photographers to attend the website, because it may cause tax issues. Meanwhile, the website which is much more complicated that sell services than goods.

**2.Method**

Build a platform to help bridal and makeup artists sign a fair contract online. Let's couples narrow down their choices by venue type, price, capacity, and other variables. It also provides a great tool that lets bridals do a side-by-side comparison of their favorite venues. The information of makeup artists and photographers can have a clear price on the platform. First, customers could browse the style of makeup artists and photographers, and then see what date they need to make a reservation and they can choose what is the program they want. When they booking it, customers also could leave any message to who they love it. Meanwhile, the makeup artist or photographer could log in their own account to check the reservation and decide whether they want to accept it or not. After the wedding, customer could write a review to share how is the makeup artist or photographer.

*2.1.Data sheets in SQL*

To save the order, I constructed the order databases in the SQL model. There are makeup artists & photographers have their own backstage management, for example, it's makeup artist of Angle's interface, show in following figure2. Customers can check their order history and can check whether it is acceptable or cancel it by free, show in following figure3.Finally, I also build an admin user, it's use to manage all orders in the platform, show in following figure4.



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| 帳 號 | 聯 絡 方 式 | 下 單 日 期 | 預 約 日 期 | 金 額 | 請求者想法 | 設計師請回復 |
| 預約者:ptt89170 | ptt89170@gmail.com | 2018-01-02 | Angle - 2018-01-27晚宴 | 費用10000 | 想要走可愛路線 | 接受 不接受 |
| 預約者:111 | 111@gmail.com | 2018-01-03 | Angle - 2018-01-04單妝 | 費用10000 | | 預約成功 |

Figure 2. The details data of personal order's own page

Figure 3. The details data of customer



| 帳 號 | 聯 絡 方 式 | 下 單 日 期 | 預 約 日 期 | 金 額 | 請求者想法 | 設計師請回復 | |
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| 預約者:ptt89170 | ptt89170@gmail.com | 2018-01-02 | Angle - 2018-01-27晚宴 | 費用10000 | 想要走可愛路線 | 接受 | 不接受 |
| 預約者:ccut99107 | ccut99107@gmail.com | 2018-01-02 | Clean - 2018-02-02全天 | 費用20000 | 迷魅的魔法 | 接受 | 不接受 |
| 預約者:bac554 | bac554@gmail.com | 2018-01-02 | Elves - 2018-03-16午宴 | 費用30000 | 希望可以跟你一樣美麗 | 接受 | 不接受 |
| 預約者:pllmn665 | pllmn665@gmail.com | 2018-01-02 | Beauty - 2018-03-17全天 | 費用15000 | 有些想法,方便約出來討論嗎 | 接受 | 不接受 |
| 預約者:qq5677u | qq5677u@gmail.com | 2018-01-02 | Godder - 2018-04-27全天 | 費用25000 | i love it | 接受 | 不接受 |
| 預約者:danny889 | danny889@gmail.com | 2018-01-02 | Greenwedding - 2018-05-25晚宴 | 費用35000 | | 接受 | 不接受 |
| 預約者:ioio999 | ioio999@gmail.com | 2018-01-02 | Hip - 2018-03-24午宴 | 費用60000 | 希望多拍親友團 | 接受 | 不接受 |
| 預約者:ttry778 | ttry778@gmail.com | 2018-01-02 | Cute - 2018-02-08全天 | 費用50000 | 希望能拍出自然風格照片 | 接受 | 不接受 |
| 預約者:momo778 | momo778@gmail.com | 2018-01-02 | Sweety - 2018-02-09全天 | 費用70000 | 美好回憶靠你了 | 接受 | 不接受 |
| 預約者:111 | 111@gmail.com | 2018-01-03 | Angle - 2018-01-04單妝 | 費用10000 | | 預約成功 | |

Figure 4. The details data of all orders

## 2.2 The ER model

The entity-relationship model (ER model) for the service process of the web is established by Lucidchart. Due to the order is the most critical information, we took the order as center in ER model and set unique order ID for each order. Moreover, the ER model can be divided into four major phases: customer, service, salons and goods. The relationship of these sheets is described in the following and the framework of ER model is shown in Figure 5.
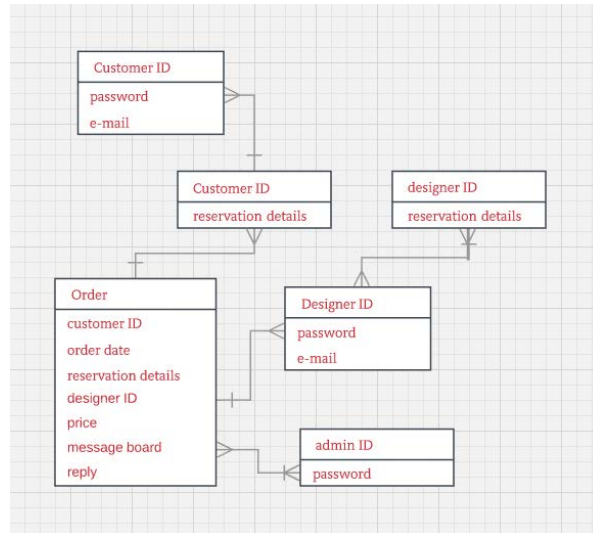
Figure5.The ER model illustrated by Lucidchart

First, we can connect the order to customers' data by customer ID. In customer data, we can get the information about the customer e-mail, account and password. Second, the sheet of order is connected to designer of personal account. We can get the information about the order like customer ID, prices, order date, reservation details, designers' ID, message board and reply. Last, the sheet of total orders can connect to admin. In this order sheet, we get the information about customer's ID, emails, prices, order date, reservation details and designers' ID.

*2.3. The process of continuous integration system*

## Step 1: Log in or Register

People who want to use the website can register an account just need to enter the account, password and their E-mail easily.

## Step 2: Browse the style

Couples could choose what is their favorite style of makeup artists or photographers. Currently, the platform has American style and Japanese style.

## Step 3: Make a reservation

When you discover someone who you want to book it and make sure you can accept the price, you can choose the date when you need and the program what you want. Before the makeup artist or photographer check the order, you can cancel it for free. After that just waiting the response from the sellers to check whether it is successful. If there are something need to contact, they also can use e-mail to discuss with you.

## Step 4: Give the evaluation

After using the platform, no matter if you made an acceptable booking, customers can give the evaluations even what you want to suggest.

*2.4. Expected Result and Future Work*

(1) It become more effective to search information of makeup artists and photographers. Do not need to search in ptt or veryweb.com to read the evaluations. After that contact with them one by one.

(2) Although I have an admin to management all orders, but I still can't build the third-party payment function to connect like paypal or credit card.

(3) Build the portfolios of makeup artists & photographers.

(4) Improve the website's quality.

(5) How can attract makeup artists & photographers to attend the website, because it may cause tax issues. I think the economies of agglomeration is not an enough attractive force. There are many famous makeup-artists or photographers accept the booking just by facebook, they don't need to attend the site, because they have enough fans in their fan pages.

(6) My original intention is wish to have information asymmetry, but I still can't make the function of sign a online contract work. The contract must have to be not only fair but also reliable and have legal effect. It's the inspiration about the web I created.

(7) Network with influential bloggers and vendors. By case study, I think they will bring the website more attention.

**3.Case study**

I build a An Integration Platform of Bridal Makeup Artists and Photographers. Customers can customers could browse the style of makeup artists and photographers, and then see what date they need to make a reservation and they can choose what the program they need. When they booking it, customers also could leave any message to who they love it. Meanwhile, the makeup artist or photographer could log in their own account to check the reservation and decide whether they want to accept it or not. After the wedding, customer could write a review to share how is the makeup artist or photographer.

Compare with a successful website" Weddingwire.com" about wedding planning in America[3].
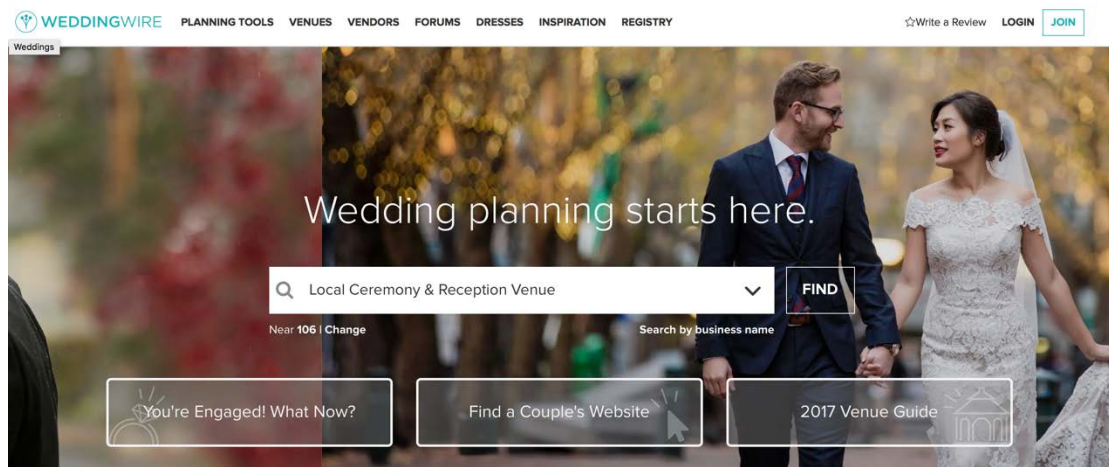


With more bridal taking their wedding planning online, the wedding industry is a great space for ecommerce success. Weddings are, in a word, momentous. They're deeply personal, emotional and meaningful occasions that require immense preparation. And as such, brides, grooms, and wedding planners are constantly on the lookout for the perfect pieces to complete the wedding of their dreams. That's where online stores in the wedding industry can help. From the web I found something need to improve on my web design: (1) Create unique infographics (2) Network with influential bloggers and vendors (3)Pay search for google (4)Use Pinterest (5)Utilize Facebook advertising (6)OPT for neutral colors.

**4.Conclusion**

My expect benefit is that makeup artists and photographers could use the platform to grow their business by customer recommendation and save their time on search information. Bridal could find what does she need to help her look absolutely stunning and into her gorgeous wedding gown, but don't need to make too much time to google what is she like. Makeup artists and bridal can share the platform economics. If I want to made my original intention what is having information asymmetry to successful.

After the case study, I have to use commercial tools to analysis my platform, for example, business model canvas. Also, if wedding platforms in Taiwan can improve their performance by what I've learned in case study and add my idea with fair trade. As a customer, I will have more confident and like to consume in the platform undoubtedly.

I think wedding industry is growing slowly as more and more young people decide to skip marriage altogether. So if people working in this industry don't change their private trading mode, meanwhile, reject to group economic. It will become a declining industry in Taiwan.

## 5.References

[1] 20 High Quality ecommerce Templates and Themes for Online Bridal and Wedding Stores-2017. https://www.ecommercedesign.com/ecommerce-templates-themes-bridal-wedding-stores/

[2] Part 1: The Past, Present and Future of the Wedding Industry, Accessed: 2/24/2016. [Online]. Available: https://www.huffingtonpost.com/matt-douglas/part-1-the-past-present-f_b_9294420.html

[3] [Online]. Available: https://www.weddingwire.com

[4] The Real Girl's Guide to Picking a Makeup Artist for Your Wedding [Online]. Available: http://www.byrdie.com/makeup-artist-tips-for-weddings/slide2