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| 5 | Michael Aiyetan | Allen Communications |
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Best of Luck

Concepts need to be implemented in real life to ensure that learning is complete. This module helps students to demonstrate the skills they have acquired in ASP.NET Core MVC technologies and others like HTML, JavaScript, and CSS programming skills provide a solution to a given scenario. This module helps students to demonstrate their

**Project**

In this project, you will learn to:

Implement the required functionality in an application

Design User-Friendly Interfaces and implement appropriate business logic in an application to provide the desired functionality

**Objectives**

# Case Study 1: LeadTheRoad, Inc.

**Background of the Company**

LeadTheRoad, Inc. is a leading tour operator in the US. The company is headquartered in Chicago. It provides affordable package tours to Thailand, Malaysia, Hong Kong, China, Maldives, Mauritius, New Zealand, and Singapore. In addition, the company offers customized tours, incentive travel packages, online hotel reservations, business travels, and study tours. The company has tie ups with all leading airlines and chains of hotels in order to provide better services to tourists.

## Current System

With the growth of the tourism industry, many new tour operators have emerged across the US giving tough competition to LeadTheRoad, Inc. The management of the company is concerned about the growing competition and has asked Peter Adeleke, the Marketing Manager of the company, to work on new strategies to increase the customer base.

Recently, the company has been appointed as the official tour operator for the upcoming World Skiing Championship scheduled for the coming month in Switzerland. The company wants to use this opportunity to build its credibility in the market.

The company plans to create a website to give it a cutting-edge corporate appeal and to provide various online services to its customers.

## Envisioned System

Peter believes that a website extends the geographic reach of any business. In addition, a quality website helps businesses to communicate with customers effectively, thus building strong relationships with them. Peter wants the company website to include the following information:

* Vision and growth
* International operations
* International and domestic ticketing
* Visa processing
* Travel tips
* Company and branch offices’ contact numbers

With the World Skiing Championship scheduled for the coming month in Switzerland, Peter also wants event-related information to be added to the website. As one of the steps towards enhancing the appeal of the website, Peter wants to provide customers with a virtual tour of the host city.

According to Peter, an organization’s success is a measure of its customer satisfaction. To enable customers to give the company their valuable suggestions and queries, Peter wants the company website to include a customer feedback form. This will help the company analyze customer satisfaction and improve on the services provided by the company.

The following specifications have been laid down for the development team to create the company’s website:

1. All the Web pages need to be consistent in terms of layout, navigation, and design.
2. A special section on virtual tours needs to be included on the home page.
3. For providing the virtual tour, a Web page containing three images of the host city needs to be created. Each image will provide a hyperlink to a new page that provides the details of the host city.
4. A Web page providing information on latest packages offered by the company needs to be included. The information would include the tourist location, package cost, and duration of the trip. The package information needs to be stored in a List Collection, which can be retrieved at run time. In addition, an animated strip on latest packages needs to be included in the status bar.
5. A registration form needs to be added to the website that will enable visitors to book airline and hotel tickets online.
6. A feedback form also needs to be added to the website that will help visitors give their suggestions and queries.
7. The data entered by the user in the registration form and feedback form should be validated by using Client-Side-JavaScript.
8. A special section needs to be included on the website to publish FAQs related to the event.

# Case Study 2: Allen Communications

## Background of the Company

Allen Communications is a leading telecom provider in the US. The company is headquartered in California. It provides a range of fixed and mobile phone services and Internet services in the US. The company is the market leader in the fixed telephony market with 38% of the total customer base. It has started major investments in mobile and internet services. The vision of the company is to provide reliable and affordable communication anytime, anywhere.

## Current System

With the growth of telecom industry, the company has been facing stiff competition in its domestic fixed-telephony market. The primary aim of the company is to maintain its leading position in the fixed-telephony market. The company is also working to reinforce its position as a leading mobile operator and Internet service provider through various joint ventures.

The company has opened a chain of retail outlets in all major cities. The outlets fulfill various customer service needs including information about products and services and handling queries and complaints.

Retail outlets of the company are not proving to be sufficient due to the large customer base. To fulfill the requirements of every customer, the company plans to create a website to provide various online services.

## Envisioned System

To provide an excellent online experience to all its existing and prospective customers, the management of the company has planned to launch a new website. The website should include the following features:

* It should provide information about the company, its vision, and its mission.
* It should provide information about the products and services provided by the company.
* It should provide the contact details of the company’s branch offices and retail outlets.
* It should provide features to handle the queries and complaints of customers.

The website will help existing customers to use the online services of the company. It will also provide information to potential customers. A customer can register complaints or place a query about various products and services of the company. This helps the company to analyze the quality of service and improve the customer-satisfaction level.

The following specifications have been laid down for the development team to create the company’s website:

1. All the Web pages need to be consistent in layout, navigation, and design.
2. The Products and Services section should provide the following information:
   1. Tariff plans for fixed phone, mobile phone, and Internet services
   2. Fixed and mobile phone instruments offered by the company
   3. The procedure to apply for a new connection
3. The New Connection section should provide an application form to the user. The data provided by user in the application form must be validated using Client-Side-JavaScript.
4. The Contact Details section should provide addresses and contact numbers of different branch offices of the company. It should also provide statewise and citywise list of retail outlets. The information about the retail outlets should be stored in a List Collection, which can be retrieved at run time.
5. The Feedback section should allow users to register their complaints and queries.
6. A special section needs to be included on the website to publish FAQs related to the company’s products and services.

# Case Study 3: Carrier Search, Inc.

## Background of the Company

Carrier Search, Inc. is a leading provider of job recruitment and related services in the US. It has established a network of more than 150 offices throughout the country. The company is specialized in the areas of accounting, finance, sales, marketing, information technology, and engineering. It has tie ups with the best employers of all functional areas. The company provides services for full time, part time, temporary, and contract employment.

## Current System

Carrier Search, Inc. provides recruitment services to meet the requirements of business organizations. The company is planning to expand its business to new geographical areas such as Europe, Middle East, and South East Asia. The company plans to create a website to provide recruitment services to its domestic and global customers.

## Envisioned System

The management of the company has decided to provide a Web-based recruitment service where job seekers can host their resumes and companies can advertise their requirements.

Job seekers can search for positions based on criteria such as industry, functional area, job location, and experience required. Similarly, companies can also search for candidates based on criteria such as functional area, age, educational qualification, and experience level.

To enhance the usability, the website must contain the following sections:

* **About Us**: This section should contain the company profile and its contact details.
* **Company Profiles**: This section should contain profiles of the top five companies that have recruited maximum employees using this website.
* **Walk-in**: This section should contain information about walk-in interviews scheduled by various companies in the coming week.
* **Top Jobs**: This section should contain top job openings in different functional areas such as, finance, marketing, and information technology.
* **Search Profiles**: This section allows employers to search profiles of job seekers based on one or more criteria.
* **Search Jobs**: This section allows job seekers to search a job based on various criteria.

The following specifications have been laid down for the development team to create the company’s website:

1. All the Web pages need to be consistent in layout, navigation, and design.
2. The profile information of job seekers should be stored in a List Collection. This information should include name, age, qualification, functional area, experience level and contact information.
3. The Search Profile section should provide an interface to employers to search candidates based on one or more criteria. The search result should include information of all the job seekers who fulfill the search criteria.
4. The job information of a company should be stored in a List Collection. This information should include company name, industry, functional area, job location, and experience required.
5. The Search Job section should provide an interface to the job seekers to search jobs based on one or more criteria. The search result should include information of the jobs that fulfill the search criteria.
6. A special section needs to be included on the website to publish FAQs related to searching jobs and profiles.

# Project Execution

This manual contains three case studies. One case study will be allocated to each student. Only two student can work on one case studies.

## Phases in Project Execution

The project will be carried out in the following phases:

* **Requirements Analysis**: In the requirements analysis phase, an in-depth study of requirements is conducted to understand the proposed functionality of the system. The analysis phase is the most crucial phase in a project because it helps developers to identify the processes in the system and the functioning of each process. The project teams will analyze their respective case studies before moving on to the design phase.
* **Design**: In the requirements analysis phase, an in-depth study of requirements is conducted to understand the proposed functionality of the system. The analysis phase is the most crucial phase in a project because it helps developers to identify the processes in the system and the functioning of each process. The project teams will analyze their respective case studies before moving on to the design phase.
* **Development**: In the development phase, the project is developed based on specifications.
* **Testing and debugging**: In the testing and debugging phase, the developed code is tested to ensure that it works correctly. This also involves making changes to the code, if it is not working correctly.
* **Documentation**: Documentation is one of the most important aspects of software development.

## Project Standards and Guidelines

* You need to adhere to the following standards and guidelines when creating the project:
* Consistent and proper variable naming conventions need to be followed across the project.
* The user interface of the application needs to be user friendly.
* All variable and function names need to be meaningful and they need to convey their use. For example, a variable to store balance amount can be named iBalanceAmount.
* The first letter of the variable name needs to be in small letters and has to specify the data type of the variable. The rest of the name needs to imply the functionality of the variable.
* Comments need to be placed before the definition of each class and function to explain the functionality of the class/function.
* Appropriate comments need to be placed within the code where some complex logic/algorithm is being used.
* The code needs to be properly indented to provide clarity.

## Project Activities

You will get 1 week to complete the project. During project development, you need to work individually on the project allocated to you.

The following are the tasks that provide a suggested break-up of activities that you should perform in the project:

1. Analyze the case study.
2. Design the website.
3. Create the all necessary pages perform validations.
4. Add content, meta keywords, and description to Web pages.
5. Document the project by using the formats given in this manual.