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| **ASSIGNMENT SUBMISSION FORM** | | | |
| STUDENT USE | | STAFF USE | |
| Module Name | Web Technology | First Marker |  |
| Module Code | 4BUIS011C | Second Marker |  |
| Module Leader | Subair Ali Liayakath Ali Khan | Agreed mark |  |
| Student ID | 00007527 | For Registrar’s office use only (hard copy submission) | |
| Deadline Date | Thursday, November 21, 2019;  Time: 17:00 |
| Assignment Type | Individual |

**Word count: 450 words**

# Introduction

Ezflights is a website for online air ticket booking. The website consists of three pages namely “Index” page, “Explore” page and “About Us” page. The user can choose his/her departure and arrival from particular airport, type of flight whether it is a round trip or one-way, date of arrival and departure, and the type of cabin. The website is published using netlify.com and has a link: [ezflights.netlify.com](https://ezflights.netlify.com/)

# Audience Profile

Ezflights is targeted on travelers who are looking for cheap air tickets. The website would allow user to compare prices for the same flight between different several airlines. As it is a new product website heavily relies on passers-by attention. Ezflights must be interesting for young generation people of both genders between the ages of 15 to 35 years. In addition website targets on global market, as it is able to compare price not only for domestic airlines but for international ones as well. The websites would be useful for business segment people as they are looking for conveniences in finding airline tickets.

Travelers usually are looking for the best option when finding a ticket in terms of quality and price. That is why Ezflights would the great choice, also the website save not only money but the time. When looking for a ticket it is the best decision to look bookings online (Avery, 2019). Also a study found out that 80% of online travel bookings are made by people under 35 years, that is why it should be Ezflight’s primary targeted audience (Gill, 2018). Although web site is target on business segment people, regular travelers are also a part of targeted audience

## Functions and Features

The website was developed using html 5 standard using header, footer, navigation and main tags. The blocks were positioned and designed with newly introduced flexbox scheme.

So at first header was used to design upper part of the website. Navigation was inserted inside of header, so the user can distinguish the menu of the website. Also, image-anchor was used instead of “home” button.

Then banner part was created using simple div tag. The main idea behind this block was to gain attention of customers by using vivid picture and brief explanation. On the index page several forms were created so that user can instantly look for his/her flight.

On the main block some catchy advertisements were used to gain attention of the users.

So features of the index page are:

-Navigation

-Clearly indicated header and footer parts

-Elements with hover effect

Features of the explore page are:

-Tabular data

-JavaScript events on elements including some css styles

References:

Avery, J. (2019). *How to Book the Cheapest Flight Possible to Anywhere - Thrifty Nomads*. [online] Thrifty Nomads. Available at: https://thriftynomads.com/booking-cheapest-flight-possible-anywhere/ [Accessed 21 Nov. 2019].

Gill, R. (2018). *Online accounts for 80% of under-30s travel bookings, OTAs dominate (for now) | PhocusWire*. [online] Phocuswire.com. Available at: https://www.phocuswire.com/Online-accounts-for-80-of-under-30s-travel-bookings-OTAs-dominate-for-now [Accessed 21 Nov. 2019].

Picture on the banner of index page:

<https://content.skyscnr.com/m/785bdfcbe683606c/Large-Flights-hero-2.jpg?crop=1800px:1375px&quality=76>

Picture of Spain adapted from:

https://ichef.bbci.co.uk/wwfeatures/wm/live/624\_351/images/live/p0/51/y4/p051y4n8.jpg

Picture of London adapted from:

https://lp-cms-production.imgix.net/2019-06/55425108.jpg?fit=crop&q=40&sharp=10&vib=20&auto=format&ixlib=react-8.6.4

Picture of Malaysia adapted from:

<https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcSqtHNl9k0BsJYosVWYQcM87I550lA4DS_9Aw5BLjcW3reDLZtg&s>

Plane logo adapted from:

<https://www.vectorstock.com/royalty-free-vector/monochrome-round-plane-icon-vector-5103756>

Fonts were adapted from:

<https://fonts.google.com/>