ASTANA IT UNIVERSITY

Faculty of Web Technology

Software Engineering

Coding Lab

Project Title:

"Travel agency"

Student names: Bekzat Myrzakasymov &

Sabrina Zholamanova & Daulet Yesirkepov

Group name: SE-2004

Tutor's name: Aadm Ziro

Nur-Sultan, 2020

Project proposal:

a. A travel company is an agency that organizes comfortable recreation for people. The main goal of this project is to create a website capable of performing certain functions for booking tickets, viewing tours and so on. Our group, having compared some of the sites of travel agencies, came to the conclusion that the structures of these sites do not attract attention, very difficult for the eyes. Therefore, one of our goals is to create an attractive website in terms of design and structure. Since our site is based on people living in Kazakhstan, the main goal of our project is to acquaint people with the culture of other countries, to visit the unique places of our planet.

This topic seemed to us very interesting and multifaceted. Firstly, currently it is very actual, because most often people prefer to spend their vacation, being in another country or in another city. Change their atmosphere and enrich their life with new experiences. Secondly, this topic will help us to expand our horizons, to get acquainted with the peculiarities of the country.

b. Website's audience is people who want to know the world, try something new, get acquainted with the life of other people and spend their free time unforgettably. They may be interested in various rest - passive and active, but they are united by the fact that they are lovers of vivid emotions, new sensations.

Organizing their own travel is the responsibility of an adult, so children will not be able to order this service on their own. However, in any case, a person of any age can view the site, get acquainted with the resorts, but most likely children will not be interested in this information, since adults are planning the entire vacation.

The project audience is people over 16 years old. Adults who understand their intentions and further actions. All responsibility for children falls on the shoulders of parents, so they are able to choose comfortable and entertaining travel for them. It is the users of our site that are assumed to be people over the age specified above. Even after submitting the form, the administrator of the travel company must contact the user, so the dialogue with the subsequent choice, payment will be built with adults.

c. Site features:
1. Tourist information and tour selection. Provides information about the main countries and destinations that the travel agency specializes in. Tells about their features, the optimal season for travel.
2. Services and prices. A person can find a suitable excursion for themselves.
3. You can view tourist reviews. Live impressions of tourists – the best advertising for your travel agency. This will help you choose the right country
4. Convenient and social, fast. A person can see all the information without leaving home and book a tour and pay for it online
5. Cool design.
6. Social. Comments on articles or any content. Any user of the social network will be able to ask a question or express their attitude to the material on the site.
Authorization via a social network. If the travel agency's website has sections that are restricted to registered users only, then it would be logical to allow them to log in via the social network.
7. High quality. A neat html layout that looks good not only on computers, but also on small phone screens.
8. Contacts. Detailed information with contact details: addresses of offices, branches, phone numbers, other contacts. Directions of travel
9. Cool photo gallery where you can see photos of vacation spots.

d. Similar projects in Kazakhstan and to which extent your app can be competitive against others

Since our project is a website our potential competitors are other websites created for travel agencies. Taking into account the fact that many sites have their drawbacks that provide inconvenience to their customers during use, we have compiled some points of features that will help to be competitive next to other websites. These features were obtained in the course of market analysis in which users in most cases chose travel agencies with websites that had these characteristics.
1) informationally not overloaded main page - so that the visitor does not drown in a stream of unnecessary information
2) high-quality design and photographs - this helps the visitor to enjoy the beautiful design and delve into the atmosphere of travel
3) convenient ways of communication - Keeping up with the times, you should connect such communication channels as viber, telegram. The more ways of communication will be indicated in the contacts, the more customers will contact the managers
4) good navigation - this helps the visitor to navigate the website well and not get lost and it should be intuitive
And we decided to improve these particular aspects in order to attract more customers.

This is some similar projects in Kazakhstan:

AVIA ELSENAL TRAVEL - http://www.elsenal.com/
B&K Travel KZ - http://bktravel.kz/
ITOUR (Intourist) - https://tui.kz/
KazunionAlliance - https://kazunion.com/