



Project Title : Create a website for a travel agency.

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Use Case Project Introduction

1. Introduction:

- **Website Purpose:** "Our website is designed to offer a seamless and enjoyable experience for travelers looking to book their next adventure."
- **Target Audience:** "We cater to all types of travelers, including solo adventurers, families, couples, and group travelers."

2. User-Friendly Design:

- **Intuitive Navigation:** "Our website features intuitive navigation with clear menu options, making it easy for users to find the information they need."
- **Responsive Design:** "The website is fully responsive, ensuring a great user experience on desktops, tablets, and mobile devices."

3. Interactive Features:

- **Booking System:** "Users can easily book hotels, and complete travel packages through our integrated booking system."
- **Image gallery and Tour guide:** "Beautiful image gallery and tour guide showcase popular destinations and travel packages, capturing the essence of each location."

4. Comprehensive Travel Information:

- **Destination Guides:** "Our website offers detailed guides for various destinations, including attractions, local culture, and travel tips."
- **Blog and Articles:** "We provide a blog with travel articles, tips, and stories to inspire and inform our visitors."

5. Personalization and Recommendations:

- **Customized Recommendations:** "Based on user preferences and past bookings, our website offers personalized travel recommendations."
- **User Accounts:** "Users can create accounts to manage bookings, "

6. Security and Privacy:

- **Secure Transactions:** "We use secure encryption protocols to ensure that all transactions and personal information are protected."
- **Privacy Policy:** "Our website adheres to strict privacy policies to protect user data and comply with relevant regulations."

7. Customer Support:

- **24/7 Support:** "We offer 24/7 customer support through live chat, email, and phone to assist users with any inquiries or issues."
- **FAQs and Help Section:** "A comprehensive FAQ section provides answers to common questions and guides users through the booking process."

9. Special Offers and Promotions:

- **Exclusive Deals:** "Users can access exclusive travel deals and promotions available only through our website."
- **Newsletter Subscription:** "Visitors can subscribe to our newsletter to receive the latest offers, travel tips, and updates."

DESIGN THINKING USED IN PROJECT

1. Empathize:

- **Understanding Users:** We started by gathering insights about our target audience—travelers. Through surveys, interviews, and user observation, we identified their pain points, needs, and preferences.
- **User Personas:** We created detailed user personas to represent the different types of travelers (e.g., solo adventurers, families, couples). This helped us keep the user at the center of our design process.

2. Define:

- **Problem Statement:** Based on our research, we defined key problems users face when planning travel, such as difficulty in finding reliable information, managing bookings, and lack of personalized recommendations.
- **User Needs and Goals:** We articulated clear user needs and goals, such as "Users need a reliable and easy-to-navigate platform to book travel services and get personalized recommendations."

3. Ideate:

- **Brainstorming:** With a clear understanding of user needs, we brainstormed solutions and features that could address these pain points. This included ideas like interactive maps, personalized recommendations, seamless booking processes, and comprehensive destination guides.
- **Concept Sketches:** We created concept sketches and low-fidelity wireframes to visualize our ideas. This allowed us to explore different layouts and functionalities without being constrained by detailed design.

By following these design thinking points, we ensured that our travel agency website is user-centered, solving real problems and enhancing the travel planning experience.

Our travel agency website includes 60+ web pages, each designed to provide valuable information and enhance user experience.

Conclusion

Thank you for your attention. Our travel agency website is more than a booking platform; it's a portal to the world's most incredible destinations. We prioritize user-friendly design, comprehensive travel information, and personalized service. Our goal is to simplify travel planning, offering a seamless experience from booking to journey's end. With secure transactions and 24/7 support, we ensure your peace of mind. Join us in making travel dreams come true. Explore, discover, and adventure with confidence through our innovative website. We look forward to being part of your next unforgettable journey.

Happy travels!



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THANK YOU :)