

# TRAVEL SMART

TRAVEL TO MAKE MEMORIES



# Website Concept

## Website Name & URL

- *Travel Smart*
- *Travel-Smarterter.github.io*

## What we provide for you

- *Travel Packages of entire south India we also provide a customization in packages*
- *Customization like : Where the person can select the number of people, days and nights and also the number of bedroom or even the type of food they would like to have*
- *We also provide gift Card option so that our users can gift any of our packages to their friends, parents and even to their partner as a surprise gift*

## Location

- *We have been located in S.R.Nagar , Bangalore-560027,Karnataka*

## Main target audience

- *Our main audiences are the persons who like travelling the most*
- *And also people who would like to explore South-India and study about the cultures, traditions and about the history of South India*

## Cost

- *Affordable for everyone the packages starts form 5k-20L*
- *If you are from India we give you a 10% offers on all our packages*
- *And if you are another person from any other country leaving India we will give you 4% offers in all our packages*
- *And if you are a student who is studying in India, then we will give 20% offers on all our packages*
- *We will also provide an EMI options for the people in India only*

## Referred Websites/Inspired Websites

- *Make My Trip - <https://www.makemytrip.com/>*
- *Yatra - <https://www.yatra.com/>*
- *Expedia - <https://www.expedia.com/>*
- *Travelocity - <https://www.travelocity.com/>*
- *Orbitz - <https://www.travelocity.com/>*
- *Cheap Tickets - <https://www.cheaptickets.com/>*
- *Price Line - <https://www.priceline.com/>*
- *Cheap Caribbean - <https://www.priceline.com/>*
- *Kayak - <https://www.kayak.com/>*

- Funjet Vacations - <https://www.funjet.com/>
- India Tourism - <http://tourism.gov.in/>
- Kerala Tourism - <https://www.keralatourism.org/>
- Tamilnadu Tourism - <http://www.tamilnadutourism.org/>
- Karnataka Tourism - <https://karnatakatourism.org/>

## Target Audience

The website/app will focus on the following target audiences:

- College students(Degree students)
- Late evening workers(more IT professional form age 21-25)
- Locals (Who lives nearby within 5km)

### Demographics

- **Gender** – Both male and female
- **Education** –SSLC
- **Occupations** – College students and working professional's
- **Age** – from age of 18 to 40
- **Location** –Asian

**Psychographics** (personality, values, attitudes, interests, lifestyles)

- **Personality & Attitudes:**
  - Professional's
  - Couples
  - Food Lovers
  - Travel Lovers
  - Late evening lovers
  - Youths
- **Values:**
  - Helping nature
  - Cool mind
  - Building friendship bonds
  - Learner
  - Information Gathering
- **Lifestyles:**

Modern  
Bachelors/Couples  
Students  
Family

## User Personas

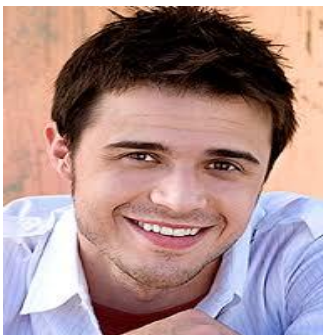
1.



### **PERSONA NAME (19) – Emma**

- Student
- Currently Pressuring Degree
- Committed
- Loves to spend time with her boyfriend
- Spends time in social media
- Involved in Social activates
- Enjoy riding bikes and travelling

2.



### **PERSONA NAME (33) – Richard**

- Business owner
- MBA in University of Karnataka
- Single
- See results before spending money

- Considers his health as primary
- Loves enjoying with friend

3.



**PERSONA NAME (28) – Angel Isaac**

- Teacher
- Ph.D. in nanotechnology
- Married(2 Children's)
- Wants to take here students for treat
- Gives Educational motivations
- Love helping poor people and needy

4.



**PERSONA FAMILY NAME – Angels**

- Family head Isaac – Engineering
- Mom Rebecca - Ph.D. in nanotechnology
- Married(2 Children's)
- Elder child name – Anna(studying 3<sup>rd</sup> year BCA)
- Younger child name – Susan (studying 9<sup>th</sup> standard)
- Wants to spend time with family
- Love helping poor people and needy

# User needs

The website needs to enable the user to:

- Find out the best packages available for them
- They should be able to send packages as gifts to their loved ones
- Should know about all the tourists spots in that respective states
- They should be also able to book train, bus and airplane tickets through the website
- They must be given details about each package like what does it contain, how many members, types of stay and types of food and so on..
- Keep a Track of their ordered packages
- The user should also need an account to track of their favorite packages and previously and currently taken packages
- They also need a fast and reliable software
- The website should also have a nice user interaction which keeps them looking forward

# Client needs

The website needs to enable the client to:

- To sell their best packages for the customers
- Provide a system for package customization
- To know their new offers available and upcoming deals for the users
- Where the more amount of orders come from (ie which country)
- Need an online payment method
- Needs a user's login so that our user track their orders
- A options for the customers review and feedback
- To also tell about each states

# Languages Used (till date)

- **HTML - Hypertext Markup Language (HTML)** is the standard markup language for documents designed to be displayed in a web browser. Web browsers receive HTML documents from a web server or from local storage and render the documents into multimedia web pages. HTML describes the structure of a web page semantically and originally included cues for the appearance of the document.
- **CSS - Cascading Style Sheets (CSS)** is a style sheet language used for describing the presentation of a document written in a markup language like HTML. CSS is a cornerstone technology of the World Wide Web. CSS is designed to enable the separation of presentation and content, including layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the

specification of presentation characteristics, enable multiple web pages to share formatting by specifying the relevant CSS in a separate

- Java Scripts - **JavaScript**, often abbreviated as **JS**, is a [programming language](#) that conforms to the [ECMAScript](#) specification. JavaScript is [high-level](#), often [just-in-time compiled](#), and [multi-paradigm](#). It has [curly-bracket syntax](#), [dynamic typing](#), [prototype-based object-orientation](#), and [first-class functions](#). Alongside [HTML](#) and [CSS](#), JavaScript is one of the core technologies of the [World Wide Web](#).<sup>[8]</sup> JavaScript enables interactive [web pages](#) and is an essential part of [web applications](#). The vast majority of [websites](#) use it for [client-side](#) page behavior,<sup>[9]</sup> and all major [browser](#) have a dedicated JS engine to execute it.

## Frameworks Used (till date)

- Still date we haven't used any frame works

## Database Used (till date)

- Still date we haven't used any database