COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS
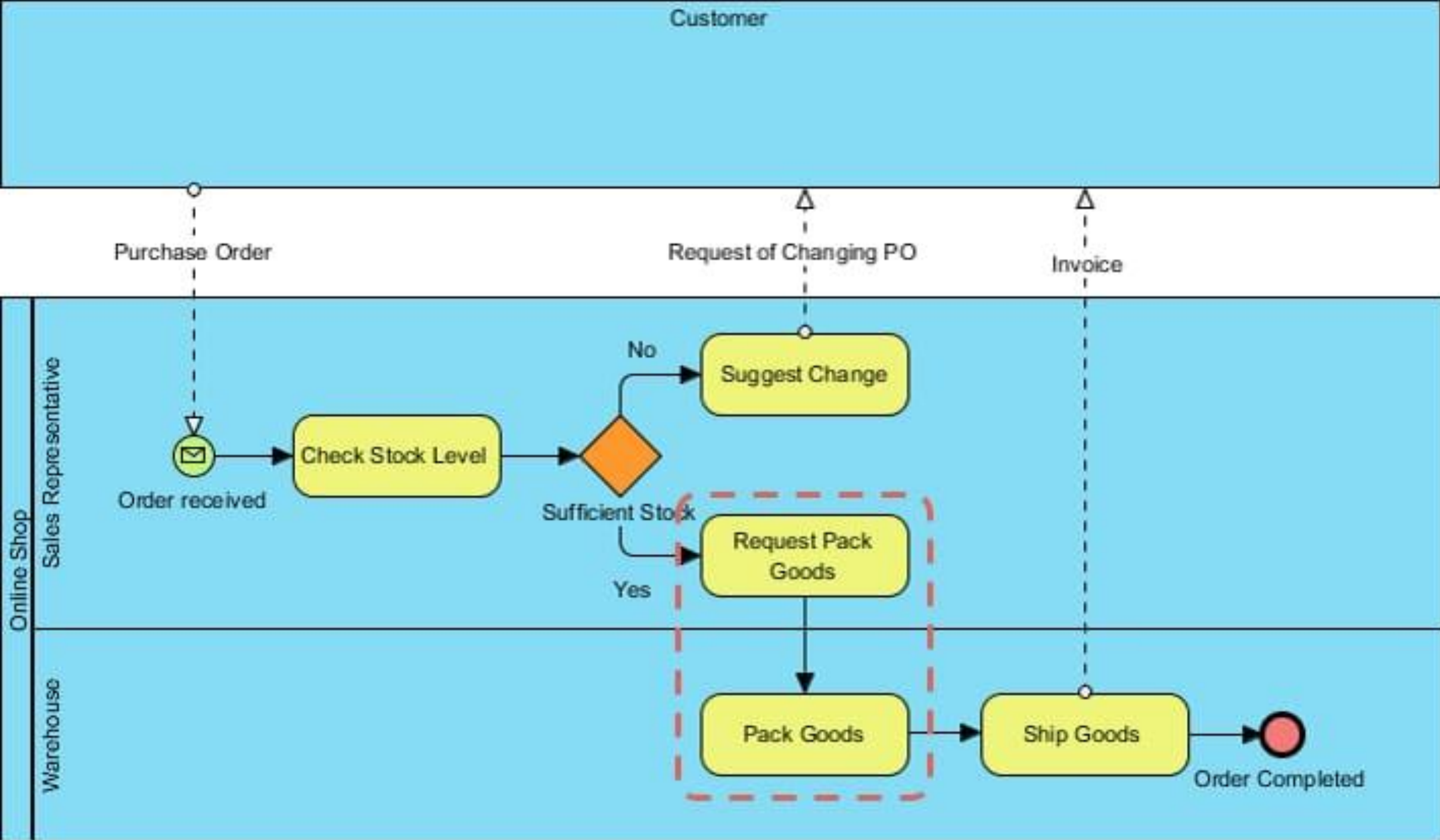
PROJECT DESIGN PHASE- PART 2

Determine the requirements (customer journey maps)

- 1.Use customer journey map templates.
- 2.Set clear objectives for the map.
- 3.Profile your personas and define their goals.
- 4.Highlight your target customer personas.
- 5.List out all touchpoints.
- 6.Determine the resources you have and the ones you'll need.
- 7.Take the customer journey yourself.

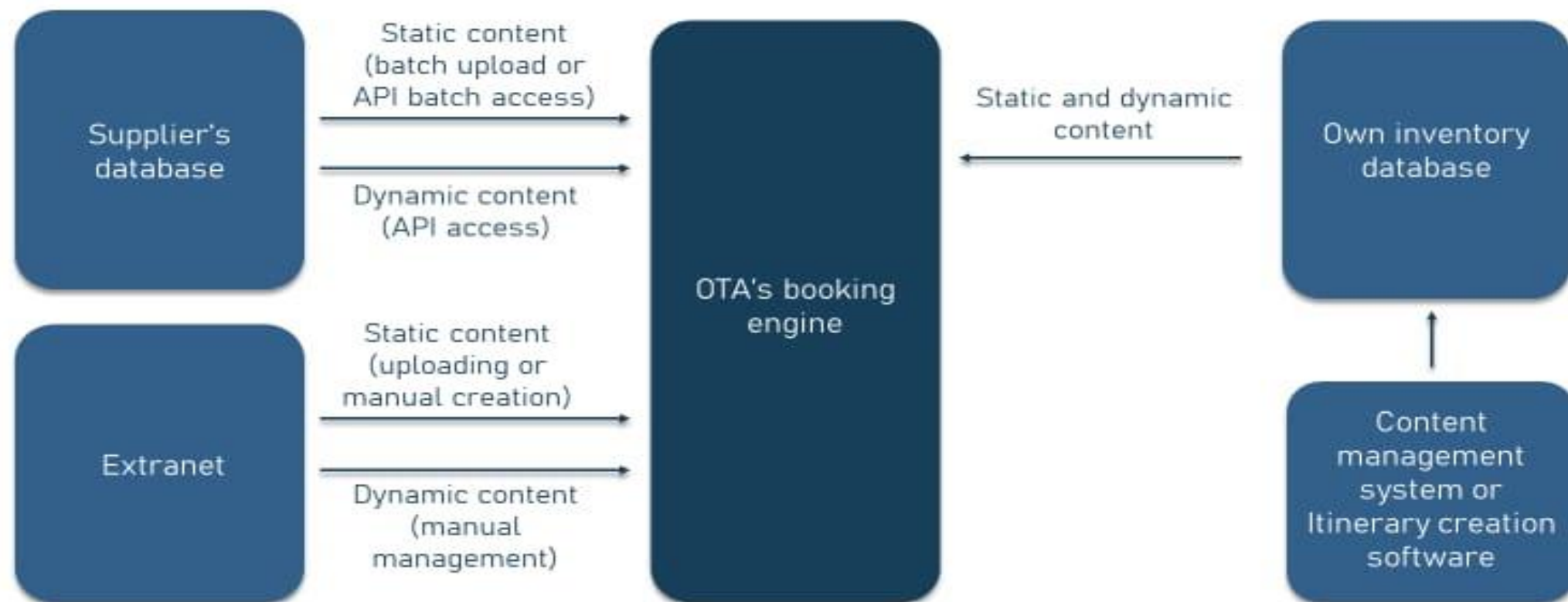# Requirement analysis (functional, operational, technical)/flow charts

- Functional requirements drive the application architecture of a system, while non-functional requirements drive the technical architecture of a system.

- In some cases a requirements analyst generates use cases after gathering and validating a set of functional requirements.

Customer

Purchase Order

Request of Changing PO

Invoice

Online Shop

Sales Representative

Order received

Check Stock Level

No

Suggest Change

Sufficient Stock

Yes

Request Pack Goods

Warehouse

Pack Goods

Ship Goods

Order Completed

Technical Architecture

- 1.Technical Architecture is the name of the total concept that is applied to the IT Infrastructure of an organization.

- 2. IT Infrastructure is a coherent set of interconnected hardware and software, like networks, clouds, servers, clients, printers, tablet PC, smartphones.

TRAVEL INVENTORY SOURCES

Supplier's database

Static content (batch upload or API batch access) →

Dynamic content (API access) →

Extranet

Static content (uploading or manual creation) →

Dynamic content (manual management) →

OTA's booking engine

← Static and dynamic content

Own inventory database

↑

Content management system or Itinerary creation software

altexsoft

Open source Framework

- For the evaluation, design, and planning of traffic facilities and measures, traffic simulation packages are the de facto tools for consultants, policy makers, and researchers.

- However, the available commercial simulation packages do not always offer the desired work flow and flexibility for academic research.

- In many cases, researchers resort to designing and building their own dedicated models, without an intrinsic incentive (or the practical means) to make the results available in the public domain

Third Party API

- 1.Third party APIs are APIs provided by third parties — generally companies such as Facebook, Twitter, or Google — to allow you to access their functionality via JavaScript and use it on your site.

- 2.One of the most obvious examples is using mapping APIs to display custom maps on your pages.

- 3.Use of Third-party application programming interfaces (APIs) help two systems talk to each other by stating the rules of communication between them.

- 4. You make a request based on the defined rules and provide your API key, and the system then responds to your request.

Cloud Deployment

- Cloud computing in the travel industry can give travel agents access to better and more flexible technologies, which don't just improve the effectiveness of assets and uptime, but also boost employee productivity.

- This automatically leads to reduced costs, greater efficiency, and better agility.