

RZA

## PROPOSAL –

One problem that Ridget zoo adventures have is they don't have a way for customers to reserve and book tickets for the zoo. This is a problem because customers can't reserve and book tickets this means that business can't sell tickets and gain more customers therefore they are not making any capital / profit at the moment. A solution to this problem is for Ridget zoo adventures to create an efficient but easy to use booking system so that customers will be able to reserve tickets for a specific date and time for the zoo this will then enhance user experience due to customers being able to reserve tickets for the zoo for a specific date and time

Another problem that Ridget zoo adventures have is they don't have a way for customers to check the availability and book a stay at the hotel. This is a problem because if a customer wants the luxury to book a hotel or even check the availability of the hotel and they can't it just leaves a bad user experience also this could even deter the customer from purchasing tickets because if they can't even book a hotel they might not even want to purchase tickets for the zoo. A solution to this problem would be to create an efficient but easy to use booking system so that customers will be able to check the availability and book a hotel for a specific date and time, this will then enhance user experience due to customers being able to check the availability and book a hotel for a specific date and time

Another problem that Ridget zoo adventures have is they don't provide customers with help and information about the attraction and facilities. This is a problem because customers will not want to come to that Ridget zoo adventures if they don't have any information about the place like the times they open and close, the animal attractions they have, location, and prices of the ticket. A solution to the problem is to have a navigation bar and also have a dropdown menu with all header relevant to the zoo for example like (opening times, location, ticket price, attractions and contact information etc) this will then lead to a good user experience due to easy navigation for the user to find relevant information about Ridget zoo adventures

Another problem that Ridget zoo adventures have is they don't provide materials to support educational visits. This is a problem because not providing materials to support educational visits does not make it inclusive which could lead to a bad user experience because it school students might feel valued at all or included. A solution to this could be to provide educational materials for students like fun and interesting facts about the animals also could use multimedia to attract young people

Another problem that Riget Zoo Adventures have is that they don't have a loyalty programme .This is a problem because not having a loyalty programme does not increase user retention also it does not build a client customer relationship between you and the potential customer. A solution to this would be implementing a loyalty programme for example earn points for every visit and purchase and for the kids they can do an activity quiz and if they complete it and get everything correct they win a prize

User function table

Function	User Role(s)	Description of Functionality
Booking	Customer	Allows customers to book tickets and hotel stays online ahead of time
Clearer text	customers	So, the customers can see information about like the attraction or details about their tickets and the facilities that RZA offers
Colour coordination	customer	Grey box for unavailable days that hotel is not black for available days that they are available
User reviews and ratings	customer	They should be able to share their experience and give us feedback in order for us to improve and enhance user experience
Ticket confirmation	Customer , admin	Customers should get reassurance about their purchase of their ticket via email or SMS
Email Notification alerts	customer	Customers will get email about new deals or about order confirmation this way users will always alerted about updates or any new things that have been added (due to their feedback)
Contact support	customer	If customers have any enquiries or need help we should always be able to support them and answer any questions they have

Identify issue	impact	solution	justification
Data breach	Customer confidential data could be leaked which could lead to them with dealing identity theft and fraudulent activities on their online banking	A solution to this by putting security measures in place like encryption, this would mean data that is stolen is useless without decryption key	By implementing this solution, it ensures user confidential is safe therefore people with malicious intent cant access it and leak it
Slow system response	Customers will not be able to use the website therefore they will not be able to purchase tickets which could lead to a bad user experience	A solution to this is implementing certain measure like regular software updates and consistent maintenance checks	By implementing this solution, it ensures the system is up to date therefore is reduces the chance of a slow system response
Bad user experience	Customer might not be happy with navigation which would then lead to them not being able get the necessary information they need or they might struggle to find the product the want leading to frustration	A solution to this by adding a search bar so customer can search for what they are looking for or making buttons bigger so they can see it or make the typography sans serif so its legible	Implementing this solution enhances navigation for customer r so customer can search for what they are looking and they will be able to understand the information we are giving them
Insecure payment method	Customer might not be able to effectively pay for their products which would then lead to them not receiving their tickets which would then lead	A solution to this is by using a secure payment gateway and also reestablished, reliable payment gateways like PayPal, , Klarna or Apple Pay	Implementing secure payment methods would enhance user experience because it would mean that users wont be frustrated trying to pay for th

	frustration for the customers and then a bad reputation for the business		

<b>Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigation Strategy</b>
Data Breach	Medium	severe	Risk mitigation
System Downtime	Low	significant	Risk mitigation
Data loss	unlikely	severe	Risk mitigation
Slow system response	possible	moderate	Risk mitigation
Bad user experience	possible	severe	Risk mitigation
hacking	possible	severe	Risk mitigation
Unable to book tickets or hotel	medium	sever	Risk mitigation

The reason I put the likelihood of a data breach happening at unlikely is because we will have certain security measures to decrease the chances of happening the reason I put the impact at significant is because if this happens it can lead to a lot of bad situations like loss of customers, bad reputation, a fine and customers suing the company. I chose risk mitigation because it would be better to assess, identify and mitigate potential risk happening because if we don't it can put the business in a bad situation.

The reason I put the likelihood of hacking possible is that technology is growing everyday therefore there going to be new ways to gain unauthorised access into

systems . The reason I put the impact as severe is because hacking could lead to a lot of bad events like ransomware, customer personal data being leaked and legal consequences the reason I chose risk mitigation is that it would be better to reduce or manage the potential of this happening because if we don't it can put the business in a bad situation.

The reason I put the likelihood of bad user experience as possible is because not everyone will be satisfied with the website due to their own personal reasons and some people might not be able to use the website properly therefore blaming us. The reason I put the impact as moderate is because this can be adjusted to customer liking after feedback . The reason why I chose risk mitigation is that it would be better to adjust the website for our customers that way it shows we listen to them and care building a stronger relationship

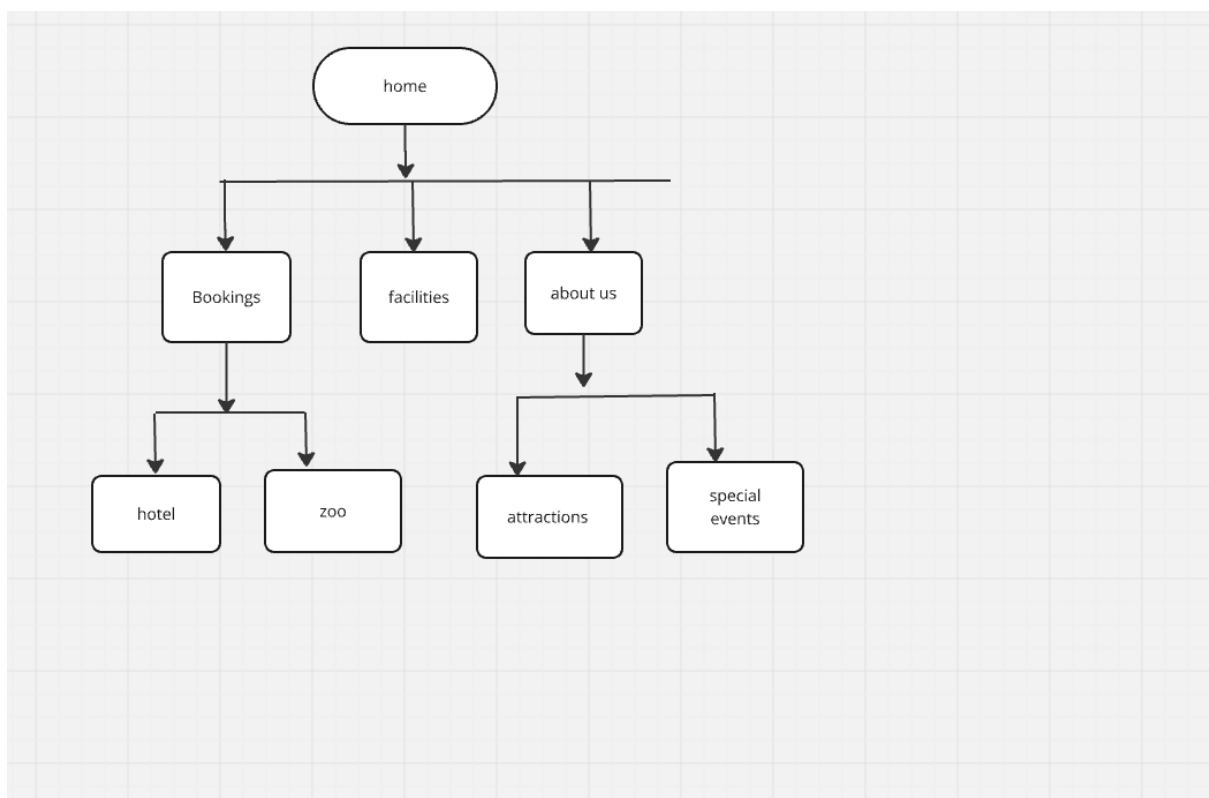
The reason I put the likelihood of data loss unlikely is because we will put certain security measures to prevent/decrease the chances of this happening for example regular backups, data encryption ,access control etc. The reason why I chose significant is because if this should happen it could lead a lot of bad events like legal fines , loss of trust from customers, damage to reputation . The reason I chose risk mitigation is that it would be better to reduce or manage the potential of this happening because if we don't it can put the business in a bad situation.

The reason I put the likelihood of ddos attack is because that nowadays it is easy to access ddos attack tools. The reasons I chose significant for impact is because a ddos attack can cause employees and customers to not being able to access necessary resources, could slow down work productivity could also lead to ransom demands I chose risk mitigation because I believe its best to decrease the chances of this happening because the chance of this happening is already quite high . This could be by using a DDos prevention service like cloud flare

The reason why I put the likelihood of slow system as possible is because we could get to a stage we have so many customers that are on the site therefore resulting in a slow system response , the reason why I chose moderate was because client will just have to be patient in order to place a booking for a bike but on the other hand this could build up frustration within our customers because they can book a bike therefore resulting in a bad user experience . The reason why I chose risk mitigation is because I think is best to try to prevent this from happening because we do not want our customers to be frustrated with us because they can book a bike we could prevent this from happening by regular maintenance, software updates also hardware updates

The reason why I put the likelihood of Unable to book tickets or hotel as medium is because the only way I can see this happening is if there a ddos attack of system down time aside that I don't see users not being able book ticket or hotel

The reason I put the impact as severe is because this would lead to user frustration and a bad user experience



KPI	Description
-----	-------------

feedback and reviews	Collect and analyse about 70%user feedback and reviews to improve services and website content based on the feedback
Increase user retention by 20%	Measure how many visitors return and increase it by 20%
Increase ticket sales by 20%	Track the increase in online tickets sales over a period of time and increase it by 20% by the end of the year to
User registrations	Measure the number of the new user registrations and increase it by 15%
Average session duration	Track the average time users spend on the website and implement elements to increase this by 20%

Acceptance Criteria	Description
Criteria 1	The system must allow users to register and receive a confirmation email within 5 minutes of signing up
Criteria 2	The system should allow users to see their location
	The system should allow users to book tickets and a stay at the hotel
	The system should allow users to navigate themselves without frustration
	The system should allow users to see details about the right zoo adventures e.g. location, ticket details, attractions , special events etc
	The system should have an email address for users to contact for any enquiries
	The
	The system should consist of a search bar

One law that right zoo adventure should be aware of and follow is Data protection act / GDPR this is the general data regulation this law is all about the collection, storage and

processing of personal data . Rights zoo adventure should be aware and follow this law because how you handle customer data is very essential because if you don't handle customer data cautiously it can lead to a data breach causing customers to suffer from identity, fraudulent activities on their banking apps etc. This would then lead to right zoo adventure getting sued causing a financial loss and a bad reputation for the company to prevent this from happening right zoo adventure should have certain security measures in place like firewalls and encrypt confidential data

Another law that right zoo adventure should be aware of and follow is the health and safety at work law this law is all about protecting the health and wellbeing of employees of the employees and customers in various different ways. right zoo adventure should be aware of and follow this law because its enforced to prevent any injuries, illnesses, and fatalities workplace accident. For example, customers can't get to close to certain attraction , customers cant feed certain animals due to them too dangerous. If right zoo adventure don't follow the health and safety law it can lead to a lot of accidents and fatalities for employees/workers and fines for the company which could potentially cause a bad reputation for the company

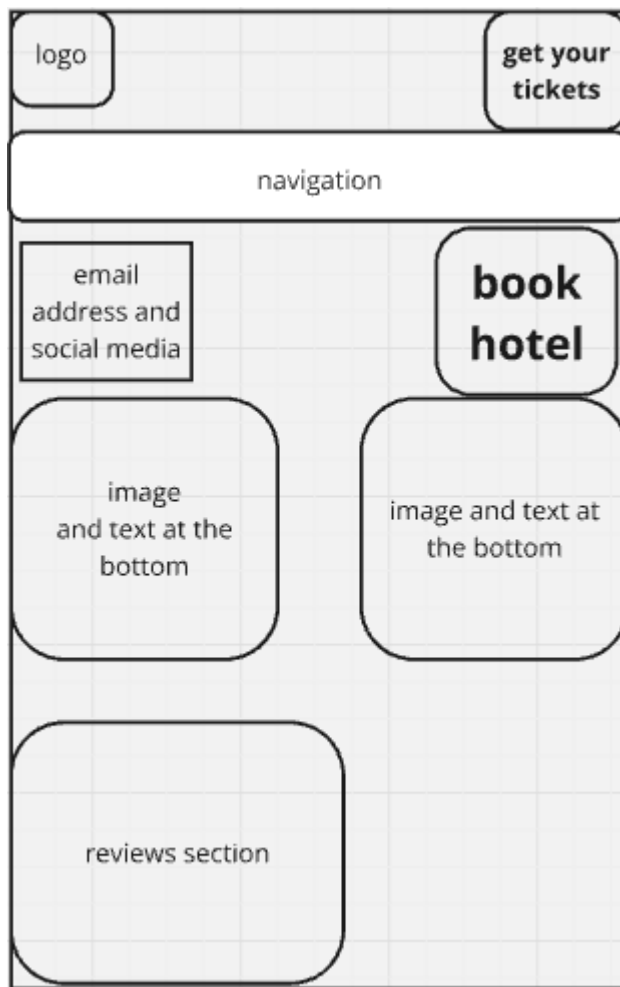


Non-Functional Requirement	Description	Expected Standard
Performance	The system must be able to handle multiple users	Response time under 2 seconds
Security	Data encryption must be used for all transactions	SSL/TLS encryption
Usability	The system should be user-friendly	Error rate below 3% for users
Response time	Each user action should be completed quickly	The response time should not be longer than 30 minutes

User friendly	Easy to use for all ages	Users should be able to use it without any trouble
Accessibility	Accessibility features for people with disabilities	All user should be able use this regardless of any disability
Language support	Users that can't speak English	Users should be able to use a language tailored to them
Scalability	Website should be able to handle up 10,000 without issues	The website should be able to sustain more than 1000 people at once
User authentication	To secure user account	Users should be able authenticate

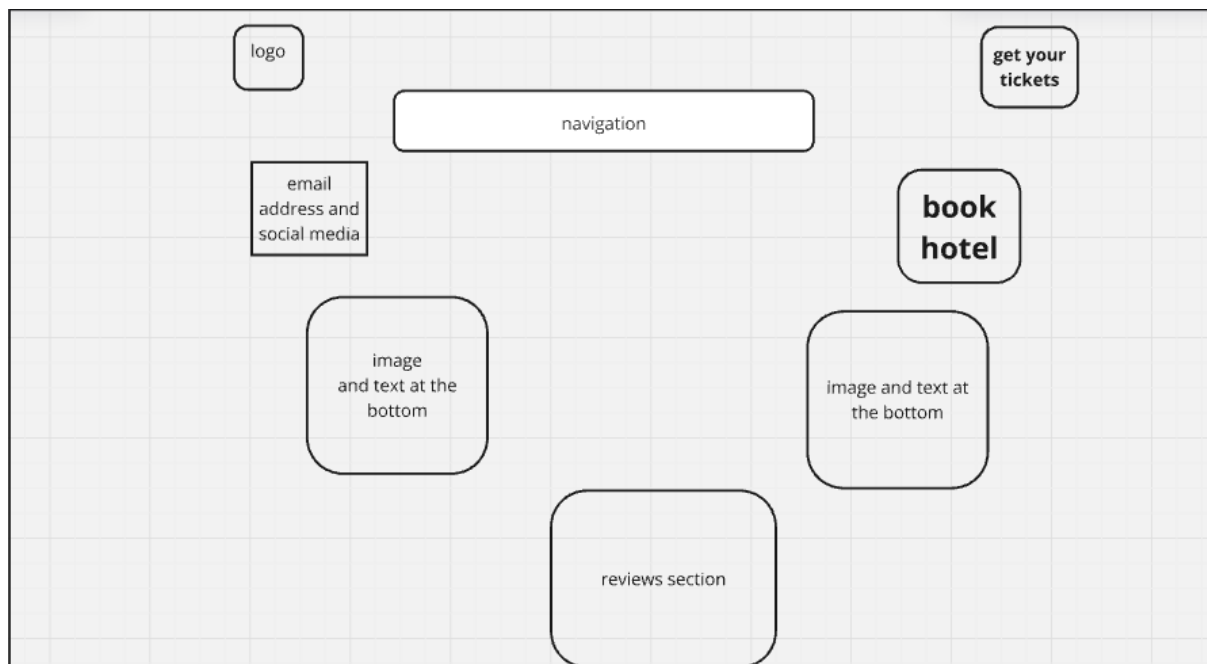
Functional requirements	Description	Constraints
User registration	User must be able to register with their credentials	Must be always held in a database and secure
Book tickets for zoo	User must be able to book tickets for the zoo	Must be easy to use
Availability	Users should be able to see days hotel is available	Different colour box for available or non-available
Password recovery	In cases customers forget their password they can change it	Must be different from first password
Payment options	Users should have a variety of different payment	Must be secure and safe to use
Item description	Users should be able to see the detail/content of the ticket that they have purchased	Must be clear and legible for customers to see

User login	Users must be able to log in with their credentials used for registration	Must be encrypted
------------	---	-------------------



This is what it would look like on a phone

This is what it would look like on a desktop



I put the ticket button because one of the objective is that they want customers to be able to place bookings for tickets therefore putting the ticket button on the top left and making the text Bold will then make the button one of the first things customers see

The logo is on the top right because it enhances the brand recognition this means that users are more likely to remember the logo which would then make the business more memorable

The navigation bar is right in the middle and has been stretched all the way from the left to right because my aim is to make navigation for the user easier which will then enhance the user experience in a positive way and also the navigation bar contains a lot of information that the user will Hence why I made it hard to miss

The book hotel is right below the navigation bar and I have mad the button quite big and also the text in bold because one of the objective is that they want customers to be able to place bookings for hotel

I have 2 images with text and the bottom this is because I just don't to have a big block of text because can deter the customer from engaging with the website therefore I added 2 images that way users can engages with the website

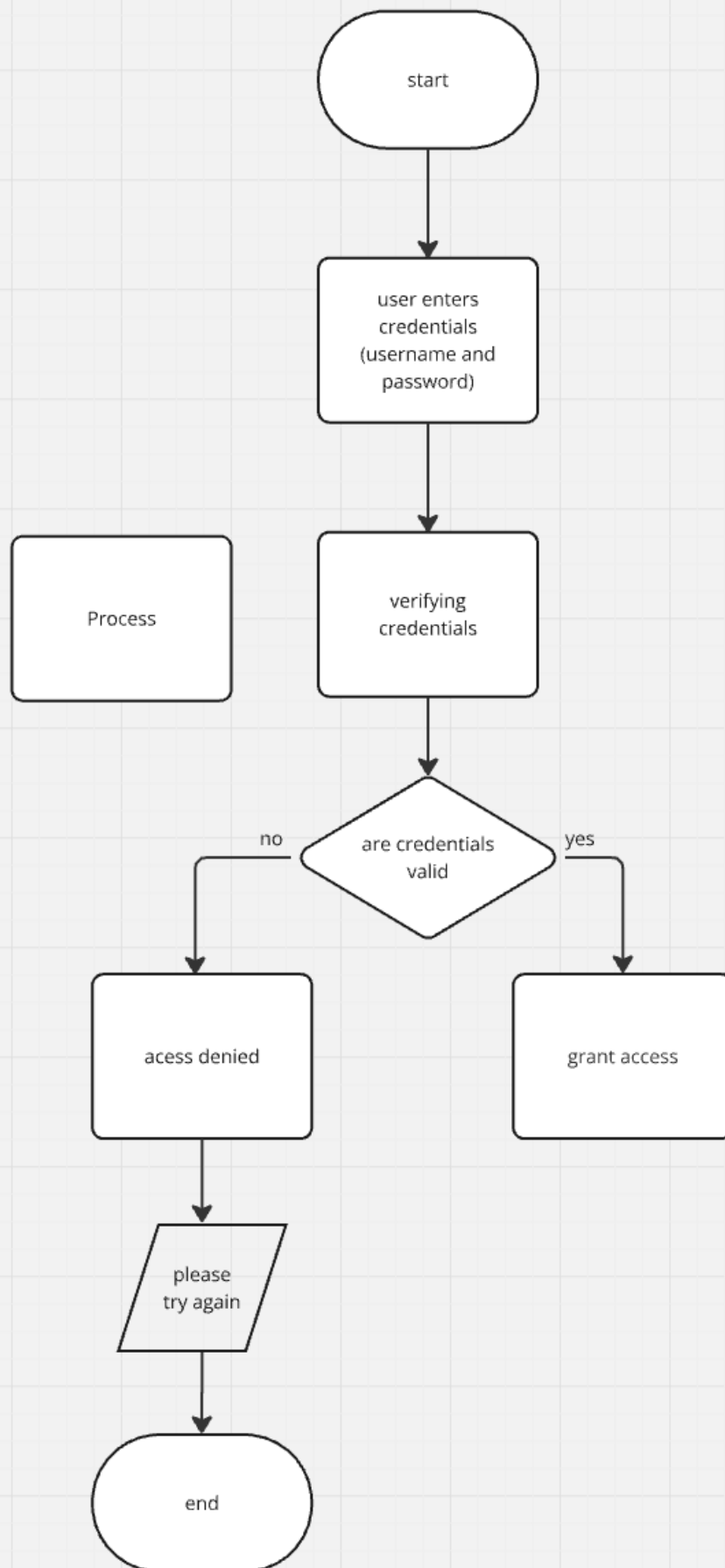
Then I have a review section at the bottom of the images and text because its good to collect feedback that way we can improve our service/ products and once the customers see that we have taken accountability we have improved based on what they have told us it builds trust between the company and the user

I have also the company's contact details at the top left so that if any customers have any enquiries they know where to reach us via email

The last element to this wireframe is the company's social media platforms so that people can engage with it and see the amazing things we do on there as well also that way with social media platforms we can attract more potential customers to RZA

The colour palette that I will be using is green and black this is because green is often associated with nature and life and using green can help represent wildlife and the animals habitats effectively also green can be aesthetically pleasing to the users can be paired with black to create an engaging design. Another reason I am using green, and black is because of the light on dark effect. This is basically when you use a light colour and a dark colour so that way even users with visual impairments can still see the contents of the website we are trying to display to them also helps the user navigate the site easily which will enhance overall user experience

Function	Input	Process	Output
Login	Username and password	The system checks the credentials	User is granted access to their account or user is asked to check details and try again.
booking	Ticket type they want to book	System check if ticket type is available	User will carry on to the next step if ticket type is available if not user will be prompted to purchase a different ticket
payment	Users bank details	System will check if bank details are valid	User will get payment confirmation via email or SMS if payment comes through if not error message will appear

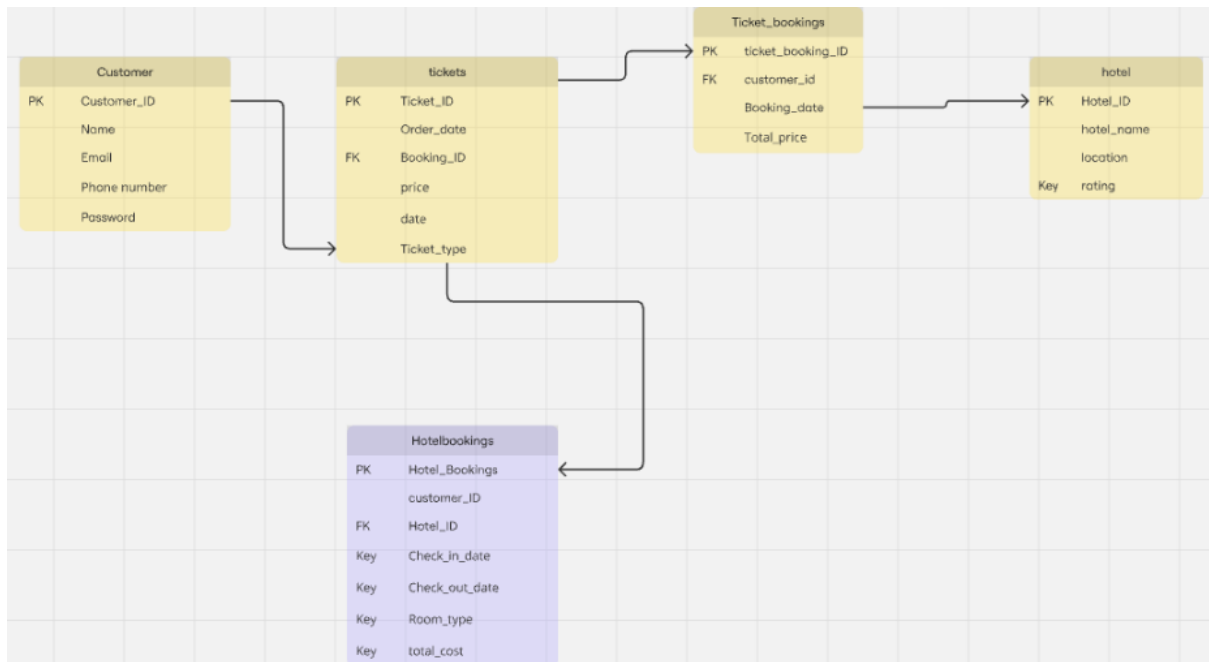


User enters username and password

- Check if username and password are both correct
- If they are both correct log them in
- If one of them is wrong
- Output, please try again

name	
customer id	Keep a track of customers and make user experience personalized
Booking for	Too have a record of what booking where made to aid in decision making
Tickets	To have an idea of how many tickets are being purchased
Hotel	To have an idea of how often users are booking a stay at the hotel
Customer ID	So they can authenticate themselves

Field	description	Data type	validations
Customer id	Unique identifier	integer	Can not be null
Booking id	Unique identifier	integer	Can not be null
Customers email	Unique identifier	Integer	Can not be null
Customer phone number	Unique identifier	integer	Can not be null .
Customer password	Unique identifier	string	Can not be null
Ticket id	Unique identifier	string	Can be null
Hotel id	Unique identifier	Integer	Can not be null



+