

Assignment Case Study C – HolidayEntertainmentLuxuryLeisureOrganiser

Disclaimer: The situation described in the following case study is fictional, and bears no resemblance to any persons, businesses, or organisations, living or dead. Any such resemblance, if exists, is merely co-incidental in nature, and is not intentional.

Holiday Entertainment Luxury Leisure Organiser is a company developing a new integrated travel system, intended for use by individuals to plan and book their holidays. Their system aims to make it much easier for users to find transport, accommodation, and entertainment, and put this together into a single itinerary. The integrated system will allow users to make and confirm bookings, pre-pay or make deposits, where necessary, provide and manage an overall trip budget, and also provide reminders for travel or activities that have been planned. Although the company's name indicates holiday travel, they would like this system to be extensible to also cover business travel as well (however this may occur under a spin-off company that is more appropriately named).

Transport – the system should cover modes of transport such as airlines, public transport such as busses, trams, and trains, travel requiring pre-booking such as intercity coaches or airport shuttles, hire cars, taxis, rideshare services, and rental transport options such as e-scooters, bikes, and rollerblades/skates. For each of these, the system should show and recommend options to users based on their departure and arrival destinations, providing a complete point-to-point transport itinerary where needed. For example, if the user inputs their home address and then a restaurant in another city 3 hours away, the system should recommend an appropriate combination of services to get the user from their home to the restaurant, the travel time including any additional time needed (e.g. check-in time for airlines), and the overall cost.

Accommodation – the system should be able to filter and sort accommodation options by location, price, number of stars, and room/cabin capacity. This allows users to search for and find accommodation that suits their needs, and also confirm availability of the accommodation for the period they are travelling. Check-in and check-out times for accommodation should be linked to transport options to indicate any gaps in timing, for example to indicate to the user there is a 2 hour gap between their expected arrival in a city and when they can check-in to their hotel, and whether this gap can potentially be handled by requesting early check-in and if there would be any additional charges for this (similarly, for late check-out).

Entertainment – the system should provide entertainment recommendations based on age ranges, and indicate opening hours. Again, this should be able to be linked into transport option timing as well. If prepurchase or booking is needed, then the system should allow this to occur within the integrated travel system. Special events at or near locations and within or near the date range specified by the user should also be displayed (depending on their search options).

Uploading/importing/updating the information required for the integrated travel system is out of scope of this analysis – the analysis you are to perform only includes the system itself and how users will interact with it. A separate system for obtaining relevant transport, accommodation, and entertainment options by scraping various websites and interacting with services provided by other companies has already been developed for this purpose. However, a function for both users and administration staff to flag content for manual review is desired, so that any discrepancies or issues can be raised and dealt with in a timely manner.

The company would like to be able to offer specific **advertisements or deals** from transport/accommodation/entertainment/dining providers, with these offers and promotions being paid promotions from those providers as the primary source of income for the company, alongside other general ads. These will be targeted to users based on relevance, e.g. promoting nearby events and nearby attractions both location-wise (physically close to travel destinations) and time-wise (within a few weeks of travel times – e.g. “if you went a week earlier you would attend this event...”).

As the Business/Systems Analyst, you have been tasked with performing the analysis and modelling of this new integrated travel system. The results of your analysis and modelling activities will be used towards further design and development of the system.

The Holiday Entertainment Luxury Leisure Organiser company has also realised that its name is a bit of a mouthful, and is working on it. This is outside of the scope of your role as a Business/Systems Analyst, and the full name should be used until the company comes up with a shorter, easier to use name.