

Task 1 Activity A (ii) Proposal

Riget Zoo Adventures (RZA) is a company that provides these services such as a safari-style wildlife zoo, an on-site hotel and educational visits.

They are requesting for a digital solution to provide customers with help and information about the attractions and facilities; provide materials to support educational visits and allow customers to reserve and book tickets for the zoo; check availability and book a stay at the hotel. They have also suggested some additional features.

In order to be able to execute their ideas I propose that they should have an online platform to enable more people to be informed efficiently. On this online platform we could have an area that will provide the needed information to users about said facilities and attractions as well as having a booking system that allow users to view available rooms in their on site hotel and allow users to book a zoo ticket. These bookings could be cancelled or modified by the user if needed and users may also view their booking history. There will also be an educational visit page for all materials needed for the visits. In addition to all of these features; users may login to book and be allowed to apply and access a loyalty membership/ reward scheme that would help give great offers to members and have some membership perks such as unlimited access to the zoo for a specific time period (for example a month) and also be able to access certain events that are specifically for members/ limited edition events and merchandise.

ALL USERS CAN:	MEMBERS CAN:
<ul style="list-style-type: none">→ Access this website→ View information on the zoo→ Sign up/login to book zoo ticket and hotel rooms→ Sign up to become a member→ Users can view information of the on-site hotel	<ul style="list-style-type: none">→ Access all of what normal users can→ Will be able to access/ book to go to members only events→ Will have access to member specific items→ Will be able to get cheaper deals and offers when booking for the hotel or zoo events

<ul style="list-style-type: none"> → Users can see upcoming events → Users are able to access almost all features → Will be able to book public events → Can view educational materials and books educational visits 	<ul style="list-style-type: none"> → Can access a members only lounge in the hotel → Can access the zoo unlimited times for a specific time frame
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features	priority	reasoning
Users are able to sign up and log in	HIGH	If this feature does not function users are unable to book anything as well as users will not be able to become members either
System will record user's booking history	HIGH	This will be needed in order for users to check their previous visits and bookings. But will also allow for tracking trends to see when users usually visit
Account verification	HIGH	This is just a check that the system has the right credentials
Sending feedback	HIGH	order for all users to provide feedback to us

For any good website one must have a range of accessibility settings to be able to serve to different individuals who may need more support. This is why I suggest having these accessibility settings, as many are the standard for

companies to use. User personalisations are extremely important for a good user experience. If the user experience isn't as good/ aesthetically pleasing for the intended market, (for this company) the users may not use your services nor recommend others to use so too. We should have a mobile version too for those who may prefer using mobile (extra convenience) or for those who may not have a PC.

The website can have (for accessibility):

- A dark mode and light mode (for those who are light sensitive)
- Text to speech setting (for those who are visually impaired / legally blind)
- Adjusting text size setting (for visually impaired individuals)
- A colour blind mode / high contrast mode (where there is a higher colour contrast for those who need it such as colour blind people)
- Language settings (for non native english speakers)

Features	Priority	Reasoning
High security	HIGH	the user is able to trust the service with the credentials or they just won't use it.
Systems available 24/7	HIGH	The website can lose a lot of traffic if it's not available to everyone when they want it.
Fast responses	HIGH	If the website doesn't feel responsive to users they will most likely go somewhere else/ be incredibly frustrated
Colour contrast	MEDIUM - LOW	Accessibility towards color blind users as

		well as making it easier to differentiate/ highlight a certain thing
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Database that stores data and info about:

- Customer account info
- Hotel room information
- Zoo ticket information
- Ticket type
- Bookings

Mitigation of potential risks:

RISKS	MITIGATION
Malware	Have antimalware
Data leak/ Hackers	Have hashing, encryption or allow users to have 2 step verification on accounts
Faulty data/ human error	Ask user if the data is correct / allow user to edit their data for it to be correct
Data loss	Have backups for all important data
DDOS	Have a good firewall

Decomposition of problems to be solved:

We will have a large database storing user's data, for those that do not have a PC we will have a mobile version as well as it being accessible to use on any tablets.

There will be extensive research to find the most effective way to adapt the html version onto different devices. With the colour themes we will have to do some user research to ensure that the colours are not overbearing / overstimulating towards the user.

KPI key performance indicators:

How many users that click on the website make accounts?

- Keeping track of this will allow you to see how many users are being lost from initial impressions of the website and if it seems like a large number of users then changes could be made to retain user attraction.

How long on average do users spend on the website?

- You need to keep track of this so you can see how well the website is doing.

How many users use the customisation options?

- It's important to track this as you'll then be able to see how effective of a reward it is and whether changes are needed.

How many users use a certain part of the website?

- It's important to keep track of this to see how many people are liking it and whether or not changes will need to be made to improve users' enjoyment of it.

What section is popular?

- It's important to keep track of this as you can then see what's in high demand and can advertise those courses more to pull in more users.

User acceptance criteria:

- Must allow users to unlock customisation options on their website
- Must provide information on exhibitions and facilities
- Must be adaptable to various devices
- Must be able to record user's booking history
- Must provide access to booking
- Layout of the page should be simple to use and easy to navigate

Relevant regulatory guidelines and legal requirements in relation to software development and the tourism and leisure sector:

The legislations we need to look out for when making this is:

- The Data protection act (for the data security aspect)
<https://www.gov.uk/data-protection>
- Computer Misuse Act 1990 (for the data security aspect)
<https://www.legislation.gov.uk/ukpga/1990/18/contents>
- General Data Protection Regulation policy (GDPR)
<https://www.gov.uk/government/publications/general-data-protection-regulation-policy/general-data-protection-regulation-policy>
- Government Tourism Policy
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/78416/Government2_Tourism_Policy_2011.pdf

- Zoo Licensing Act 1981
<https://assets.publishing.service.gov.uk/media/5a79dbfce5274a18ba50f569/zoo-licensing-act-guide.pdf>
- Zoos Expert Committee Handbook (explains the zoo licensing act, ethics for zoos and may more)
<https://assets.publishing.service.gov.uk/media/5a78d448e5274a277e68fca0/pb13815-zoos-expert-committee-handbook1.pdf>
- (Consumer protection law compliance) Principles for businesses offering online accommodation booking services
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/781624/webteam_online_booking_services_principles.pdf
- Local regulation: Primary Authority
<https://www.gov.uk/guidance/local-regulation-primary-authority>

Appendix:

Task 1 Activity A (i)

What RZA offers:

- a safari-style wildlife zoo
- an on-site hotel
- educational visits.

The clients (owners of RZA) would like to develop a digital solution that will:

- provide customers with help and information about the attractions and facilities
- provide materials to support educational visits
- allow customers to:
 - reserve and book tickets for the zoo
 - check availability and book a stay at the hotel.

The suggested features by the client are:

- account registration to allow customers to manage their bookings
- accessibility features to support
- a loyalty and reward scheme.

MUST TALK ABT IN THE PROPOSAL

(functional requirements)

One table on what users can do

table about: feature, priority and reasoning

(non-functional requirements)

Accessibility such as dark and light mode, text to speech, font size ect

table about: feature, priority and reasoning

database that stores data and info about:

Customer account info

Mitigation of potential risks:

If something happens when using the site, and how to prevent it (priority)

Leaks and malware prevention

Decomposition of problems to be solved

Other problems and how we plan to solve them

KPI key performance indicators

- How many users that click on the website make accounts
- How long on average do users spend on the website
- How many users use the customisation options
- How many users use a certain part of the website
- What section is popular

User acceptance criteria

This users must be able to do/ MUST have functions/ stuff

how relevant regulatory guidelines and legal requirements, in relation to software development and the health sector, will be addressed/Legislation stuff:

Links to legislation:

<https://www.gov.uk/data-protection> - data protection legislation

<https://www.legislation.gov.uk/ukpga/1990/18/contents> - computer misuse act

LINKS:

London zoo: <https://www.londonzoo.org/>

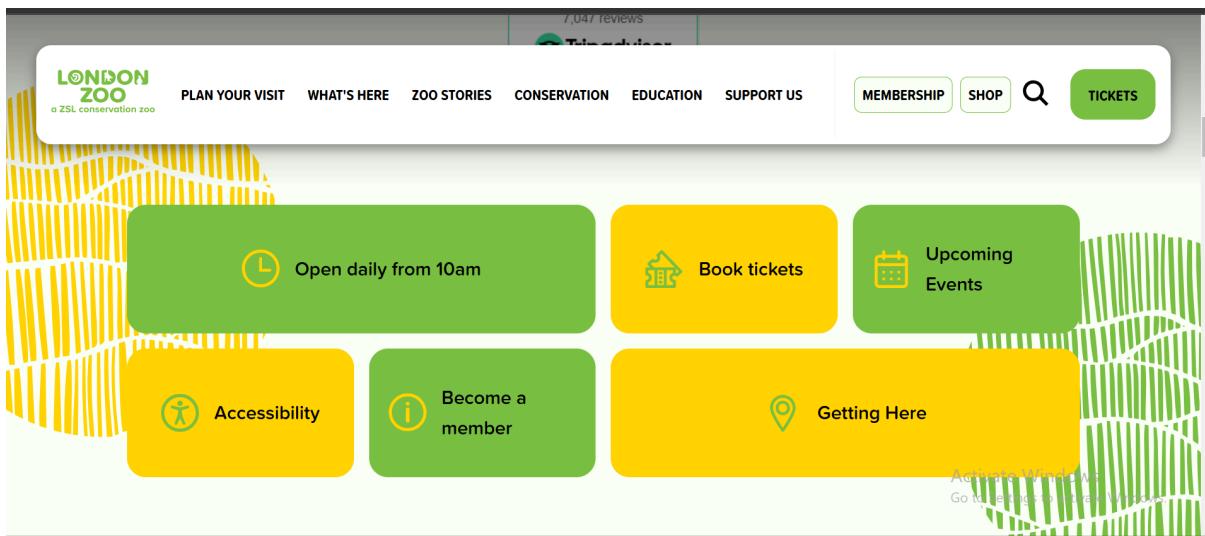
Trivago:<https://www.trivago.co.uk/>

BOOKING.COM: <https://www.booking.com/index.en-gb.html>

MAIN PAGE

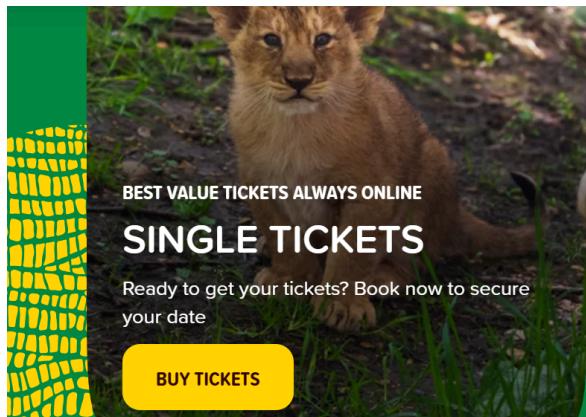


Navigation bar is used , and it has a slideshow of animals and buttons for different stuff such as booking day tickets, becoming a member and viewing what zoo experiences the offers.



They allow users to see all information and be able to view prices, do bookings, see how to get there , accessibility they may have , a timetable of upcoming events and so much more. (we should try do something similar).

TICKET PAGE



BEST VALUE TICKETS ALWAYS ONLINE
SINGLE TICKETS
Ready to get your tickets? Book now to secure your date
[BUY TICKETS](#)



FIND OUT MORE
London Zoo Membership
Enjoy a whole year of incredible animals with unlimited free entry to our Zoos
[BECOME A MEMBER](#) [PURCHASE NOW](#)

Activate Windows
Go to Settings to activate

Users can book singular tickets if they want or login/sign up as a member (sort of like a loyalty card) and use that as a way to visit the zoo unlimited times.



NOT SURE WHEN TO VISIT?
Flexi Tickets
Book now, visit anytime in the next 12 months



RECEIVE 15% DISCOUNT
→ **Group Bookings**
Book Zoo tickets for groups of 15 or more

Activate Windows
Go to Settings to activate Windows.

Users can book tickets for groups such as a whole class full of kids (used for educational visits) and group tours. They also allow users to book a ticket they can use once within a time period

London Zoo ticket prices
▼

Ticket prices at the gate
▼

London Zoo deals and discounts
▼

They have separate pages for the ticket prices, deals and discounts that they have for the zoo

BOOKING SYSTEM

If you have a promotional code, flexi ticket or gift voucher, please enter it here. For Gold members renewing on Direct Debit and Fellows, please enter your membership CRM ID here to receive your half-price tickets and supporter discounts

Use Code

Ticket Prices					
■ Standard Weekend £33.00 per Adult View all prices	■ Standard £31.00 per Adult View all prices	■ Off Peak Weekday £27.00 per Adult View all prices	<input type="checkbox"/> Unavailable	<input type="checkbox"/> Sold Out	

	February 2025							
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
2	3	4	5	6	7	8	1	
9	10	11	12	13	14	15		
16	17	18	19	20	21	22		
23	24	25	26	27	28			

For the booking system for tickets they have a dynamic calendar for users to look though and use to book a ticket easily

OPENING TIMES

Dates	Opening	Last Entry	Closing
27 October 2024 - 19 January 2025	10am	3pm	4pm
1 January 2025	12pm	3pm	4pm
20 January 2025 - 24 January 2025	Closed		
25 January 2025 - 26 January 2025	10am	3pm	4pm
27 January 2025 - 31 January 2025	Closed		
1 February 2025 - 14 February 2025	10am	3pm	4pm
15 February 2025 - 29			

The opening times for the zoo is shown in a table

Opening times for our on-site eateries and cafes

- Coffees and hot drinks are available from our Barista Bar, next to [The Terrace Restaurant](#), from 10am until the Zoo closes.
- The Terrace Restaurant is open for eat in or take aways from 11.30am - 2.30pm year round.

Bag checks in progress

We always want to make sure that London Zoo is a safe and secure place to visit. In line with increased security measures being implemented across the UK, we will be carrying out bag checks at the Zoo entrance. We would also recommend, wherever possible, you leave large bags at home.

Terms of entry

- Permission must be obtained for all [filming and photography](#) for commercial purposes.
- Children under 16 will not be admitted without an adult.
- Bicycles are not allowed on Zoo premises.
- Rollerskates, rollerblades and skateboards are not allowed on Zoo premises. Children's scooters are permitted as long as they are supervised by an adult. No adult scooters are allowed on site.

Entry requirements and other opening times for the zoo cafe's

TRIVAGO

The screenshot shows the Trivago homepage. At the top, there's a navigation bar with the Trivago logo, Favourites, EN · £, Log in (which is highlighted with a yellow box), and a Menu icon. Below the header, a banner states "We compare hotel prices from 100s of sites" and "We'll do the searching. You do the saving." A yellow circular badge with a torch icon and the text "Best Price Guarantee" is prominently displayed. The main search area includes fields for "Where to?", dates (Check in and Check out), and guest information (2 Guests, 1 Room), followed by a blue "Search" button. Below the search bar, there are links to partner sites like Booking.com, Expedia, agoda, and VRBO. A large graphic of a city skyline is visible at the bottom.

They highlight and have a little pop up promoting to sign into their website and offering a members/loyalty typereward if one is to do so

This screenshot shows a price comparison tool on the Trivago website. It features a background image of the London skyline at dusk. A central overlay displays a grid of price ranges for different months across various cities. The cities listed are London, Edinburgh, York, Liverpool, Manchester, Glasgow, Benidorm, and Dubai. Each entry shows a month, a price range, and a right-pointing arrow. To the right of the grid, a "Best price guarantee" badge is shown, along with a call to action to "Log in or create account". Below this, there are links to "Activate Windows" and "Learn about our best price guarantee terms".

Month	Price Range	Action
February	£80 - £220	>
March	£95 - £255	>
April	£105 - £300	>
May	£115 - £315	>
June	£125 - £335	>
July	£130 - £350	>
August	£120 - £325	>
September	£120 - £320	>
October	£120 - £305	>
November	£115 - £305	>
December		
January		

They show the price range for each location in a specific month of this year

King Street Townhouse
9.2 - Excellent (7183)
📍 Manchester
Pool, Spa
[Check prices](#)

Castlefield Hotel
8.2 - Very good (6671)
📍 Manchester
Pool, Pet-friendly
[Check prices](#)

The Balmoral Hotel
9.3 - Excellent (10232)
📍 Edinburgh
Pool, Spa, Hammam
[Check prices](#)

They also suggest some hotels you may be interested in looking at near

Popular searches

Cities Destinations

London
6,504 Hotels
£180 Avg.

Edinburgh
999 Hotels
£163 Avg.

York
368 Hotels
£148 Avg.

Liverpool
523 Hotels
£142 Avg.

More popular searches

Hotels in Benidorm	Hotels in Dubai
Hotels in Blackpool	Hotels in Amsterdam
Hotels in Birmingham	Hotels in Paris
Hotels in Newcastle upon Tyne	Hotels in New York
Hotels in Belfast	Hotels in Barcelona
Hotels in Cardiff	Hotels in Rome
Hotels in Dublin	Hotels in Leeds
Hotels in Chester	Hotels in Bristol

trivago international sites

trivago UAE	trivago Argentina
trivago Österreich	trivago Australia
trivago Belgïë	trivago България
trivago Brasil	trivago Canada
trivago Schweiz	trivago Colombia
trivago Deutschland	trivago Ecuador

Best price guarantee

Our members get the lowest public price, guaranteed.

[Log in or create account](#)

They show you the most popular searches for locations when looking for hotels

The screenshot shows a search interface for a travel booking website. At the top, there's a search bar with 'Destination' and 'Check in' fields. Below it, a 'Popular Destinations' section lists cities like Manchester, Liverpool, York, Birmingham, and Leeds. To the right, a 'Select your check-in date' calendar shows February and March 2025. Further right, guest and room selection fields show '2 Guests, 1 Room'. Buttons for 'Search', 'Apply', and 'Save pig' are at the bottom right.

They also allow you to search specific locations, users can choose a date duration using a dynamic calendar and also the type of room they want (eg. adults, kids ,rooms, pet friendly)

The screenshot shows the Trivago search results for 'London'. It includes a search bar with 'Destination' set to London, 'Check in' to Fri, 14/02/25, and 'Check out' to Sat, 15/02/25. Guest and room selection shows '1 Guest, 1 Room'. Below, a map of London highlights various neighborhoods with price markers like £73, £126, £218, etc. Two hotel listings are shown: 'The Tower Hotel, London' and 'Hyde Park Boutique Hotel', each with a thumbnail, rating, and price information.

It finds you a hotel and redirects you to the website they found the offer

(they redirect you booking.com for example)

BOOKING.COM

The screenshot shows the Booking.com homepage. At the top, there are navigation links for Stays, Flights, Flight + Hotel, Car rentals, Attractions, and Airport taxis. The currency is set to GBP, and there are buttons for 'List your property', 'Register', and 'Sign in'. A large blue banner at the top left says 'Find your next stay' and 'Search low prices on hotels, homes and much more...'. In the center, a white modal window titled 'Genius' displays the text 'Sign in, save money' and 'Sign in to save 10% or more with a free Booking.com membership'. Below this is a blue button labeled 'Sign in or register'. The main search bar below the modal contains fields for 'Where are you going?' and 'Check-in date — Check-out date', along with dropdowns for '2 adults - 0 children - 1 room' and a 'Search' button. To the right of the search bar, there is a message about activating Windows.

It promotes users to login from the get go to get great membership type offers.

This screenshot shows the same Booking.com homepage as above, but without the 'Genius' sign-in overlay. The layout is identical, featuring the same top navigation, banner, and search interface. The message about activating Windows is also present in the bottom right corner.

Like trivago it has the same kind of searching criteria and shows you offers

Booking.com

GBP ⚙️ ? List your property Register Sign in

Stays Flights Flight + Hotel Car rentals Attractions Airport taxis

London Wed 5 Mar — Thu 6 Mar 1 adult · 0 children · 1 room Search

Home > United Kingdom > Greater London > London > Search results

London: 4,170 properties found

Show on map Map data ©2025 Google

Sort by: Top picks for solo travellers

72% of places to stay are unavailable for your dates on our site.

Commission paid and other benefits may affect an accommodation's ranking. Find out more.

Filter by:

Your budget (per night)

£10 - £500+ 

Shoreditch Luxe Retreat  Featured

Tower Hamlets, London Show on map 2.7 miles from centre

Good 7.3 6 real reviews  View to Booking.com

Limited-time Deal

Activate Windows Go to Settings to activate Windows.

It then finds you the best offers for you for booking a room in a hotel as well as having the choice to look at the location of the places on the map