

Proposal

1.Introduction: Web application, also known as web development, is a creation of dynamic web application. It is building and maintaining a website that performs

efficiently and provides a seamless user experience.

As we know with increasing popularity of internet every individual and economical business tries to expose themselves to internet so they can take full advantage of internet.

A friend of mine owns a travel agency and they organize tours within Pakistan. As their work is field work so they need to organize their office work and make it minimal.

I have planned to create a website for my friend`s travel agency, which will sort their office work and having their economical business activities at one platform. This website will cover majority of aspects of company`s business and will serve as a home for his business and social media accounts.

2.Objectives:

- To build a website which can serve as a company`s home to business and social media accounts.
- To scale their business online.
- To bring their business activities related to consumers at one page (upcoming trips, previous trip experiences, make booking, review their testimonials).
- To provide ease, reliability, enjoyable user experience and rapidness to their consumers.

3.Problem Description:

- **The Problem:** A friend of mine owns a travel agency and their work is related to travelling. They have an office, but it is impossible to get maximum customers to visit their office personally.
- **Affects:** Less exposure and not scaling their business online is causing them less exposure to their niche. Consumers must visit their office personally to get information about tours and company`s activities.
- **The Impact:** is that the difficult process of bookings and time-consuming processes is not letting them gain excessive consumers, they don`t have any home of their business online, so they can approach as many customers even worldwide.
- **A successful solution:** To build a website for their economical business so As many people can visit their website online easily. Get in touch with the company`s response team and make their bookings effortlessly.
- **Features:**
 1. By visiting website people can see upcoming trips and make bookings/payments for their trip.
 2. People can explore company`s previous experiences through a photo gallery.
 3. They can also validate, through reviews and testimonials.
 4. They can get company`s address and even contact them through various means.
 5. They can get latest updates about their Tour`s Destination, so they can ready themselves according to the weather conditions.