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Delivering a Custom, Tourism-Based Website:

## BookThingsToDo.com Case Study



# Delivering a Custom, Tourism-Based Website: **BookThingsToDo.com Case Study**

## Company and Project Background:

BookThingsToDo is an international travel website that allows its customers to find and book tours and events in Latin America. The website provides instant, real-time data on tour availability and schedules, and allows travelers to book events without incurring additional fees. BookThingsToDo also utilizes travel protection, which allows their customers to cancel their reservations without incurring additional charges or cancellation fees.

## The Challenge

The team at BookThingsToDo needed a way to deliver their unique Latin American tours and services to its customers. To do this, the company needed to design and develop a website from the ground up. Their first attempts had failed, and the company soon found itself more than a year into development with no finish line in sight. Compounding the issue, employees at BookThingsToDo were unsatisfied with the design aspects of the website they'd already invested so much time and energy into. The time had come to partner up with an external development team to make their website a reality.

## The Solution

With a half-developed website in hand, and running short on time, BookThingsToDo sought the assistance of a new partner. Through the recommendation of a mutual client, BookThingsToDo began a dialogue with Smart.exe to create and deploy a fully functional website. After reviewing the existing project, members of the Smart.exe team suggested that the development cycle start over. They explained that, had they picked up where the previous developers left off, the team at Smart.exe would have run into issues delivering the product within the allotted time frame. The solution would be to start from scratch.

After agreeing on a course of action to get the project back on track, developers at Smart.exe crafted and delivered an extensive travel website, which features a robust sitemap and multiple language options for its visitors looking to book tours in Latin America. The new website delivers on all of the client's requests, allowing visitors to sort tours and reservations by a variety of factors, like price, difficulty, duration, and rating.

Well after completing the development, Smart.exe continues to support the website, providing assistance on-demand.



Smart.exe is an innovative software design, development, and testing enterprise established in 2004. We provide cost-effective offshore and outsourcing services to high-tech companies working on cutting-edge technologies and products. Our mission is to help you execute your ideas - smartly.

Our fields of expertise are diverse, and include - among others - scalable Web technologies, mobile applications, and video-over-IP streaming. We offer services in the areas of product design, development, product management, project management, cloud technologies, and quality assurance and software testing.

Contact us to learn more about our services at : [www.smartexe.com](http://www.smartexe.com)