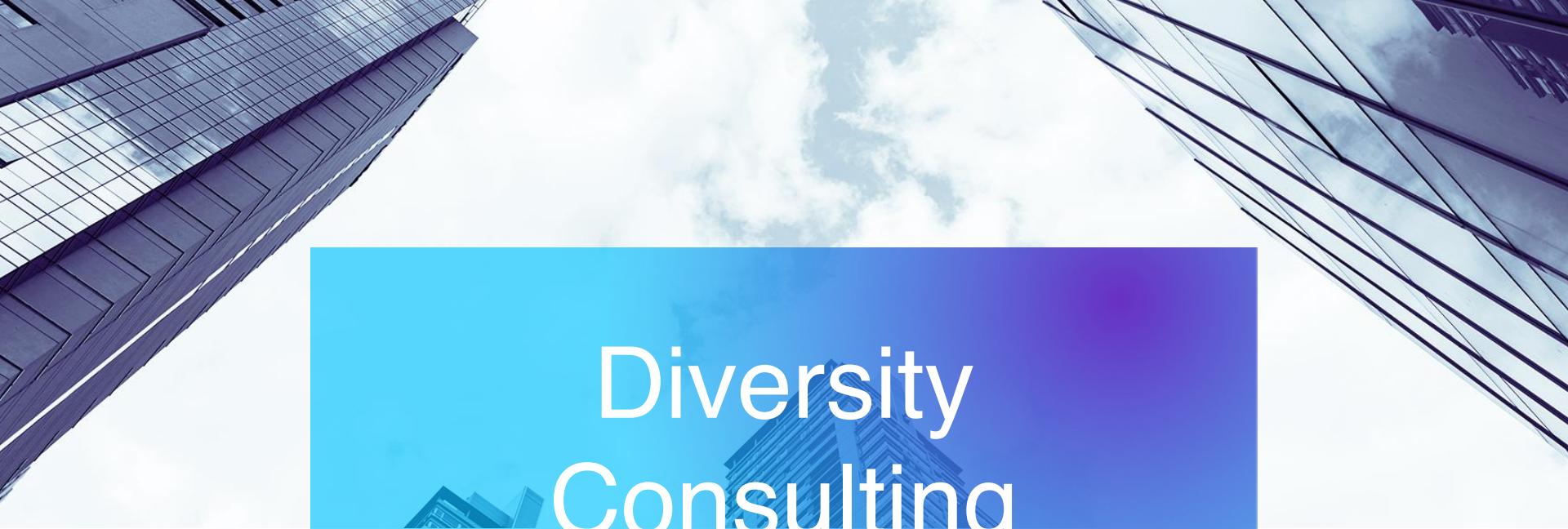




TravelNow Prototype and Recommendations

Group 2 (Diversity Consulting)
College of Professional Studies, Northeastern University
PJM6630: Requirements Analysis and Design
Professor: Ann-Marie Dunphy
May 18, 2023





Diversity Consulting

Aabhas Maru
Mingben Sui
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Prachee Mishra
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Outline

01

Context Diagramming

02

Product Use Case

03

Stakeholder Onion Map

04

Functional Requirements

05

Non-Functional Requirements

06

TravelNow Prototype

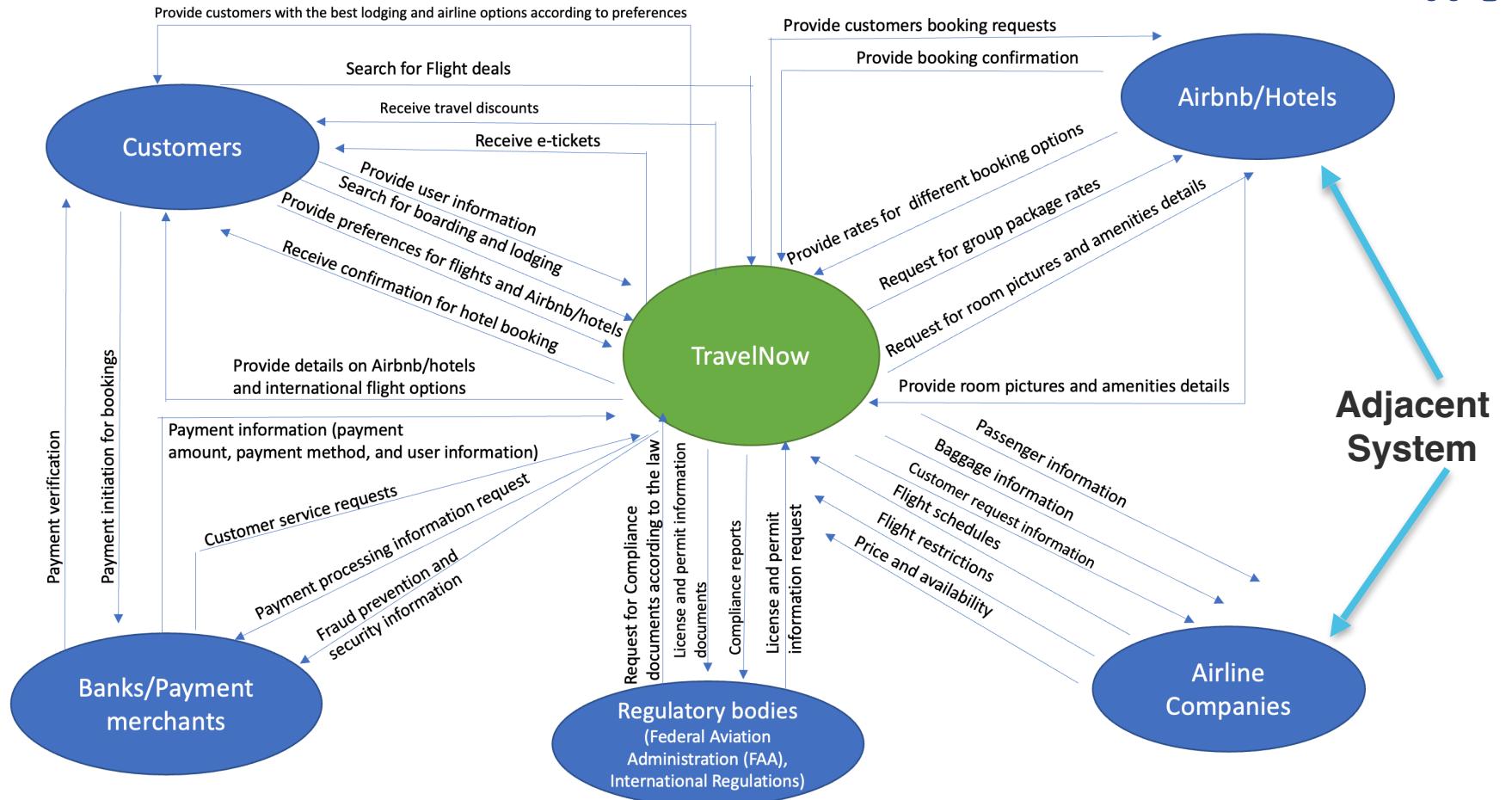
07

Recommendations

08

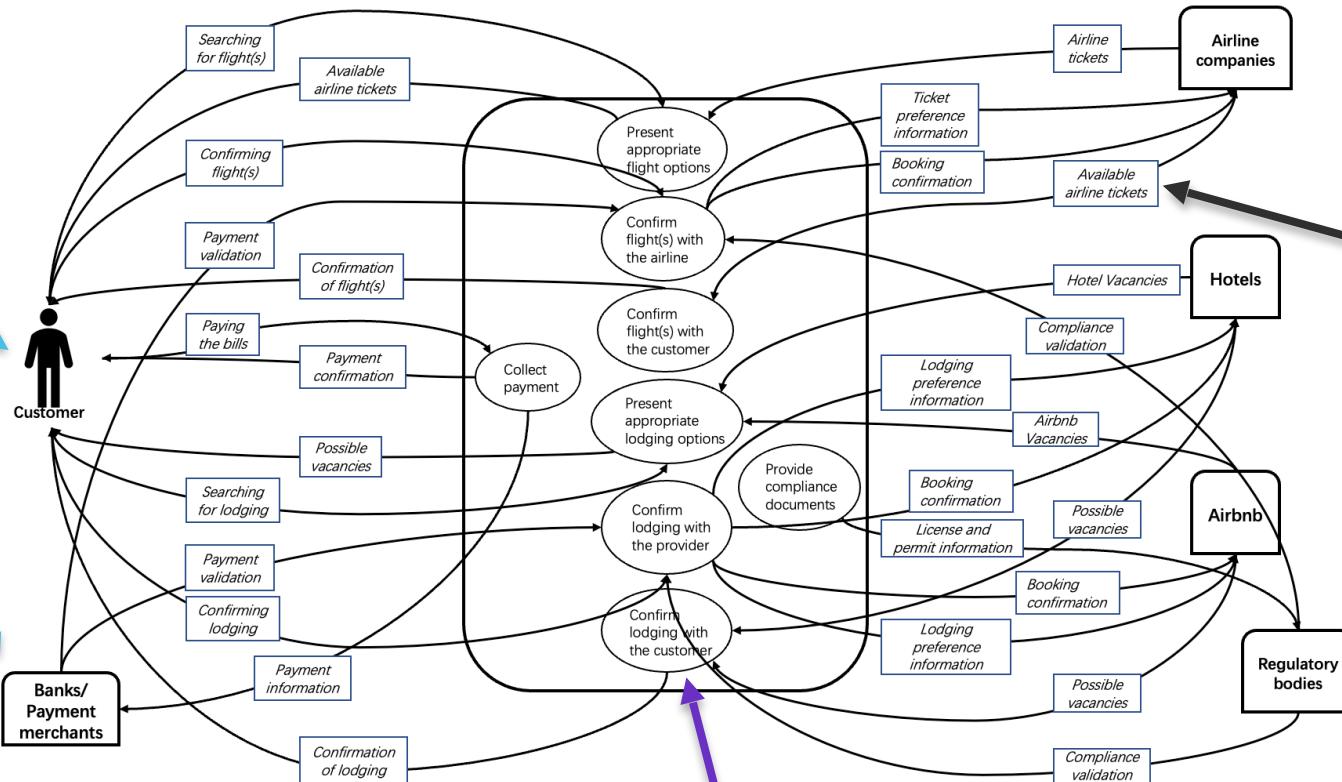
Appendix

Context Diagramming



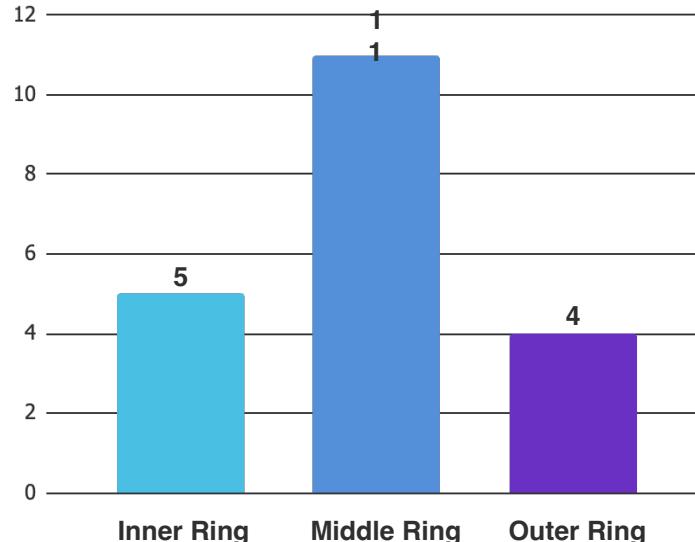
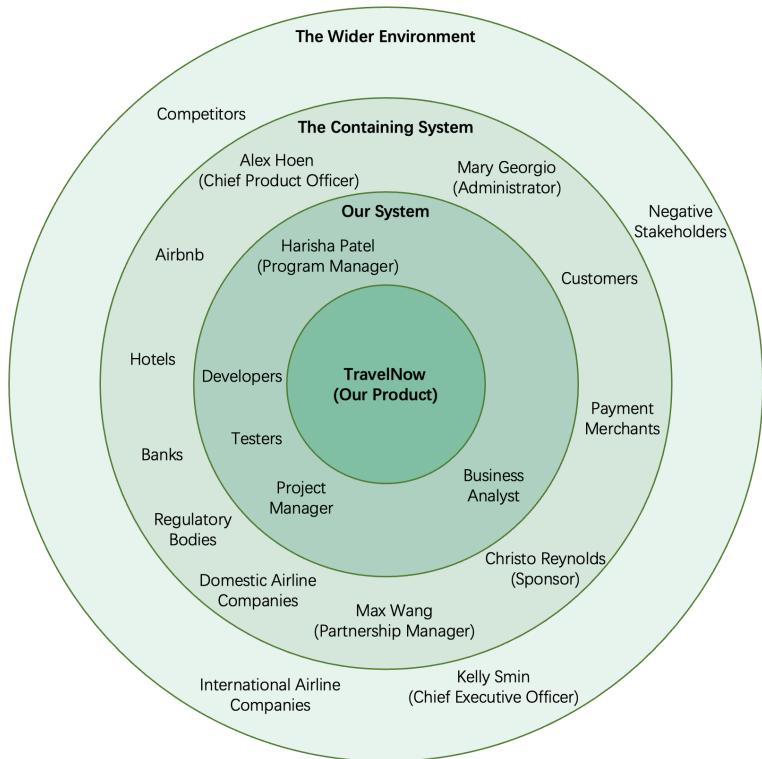
Product Use Case

Actor



Business Use Case

Stakeholder Onion Map



Requirements



Functional

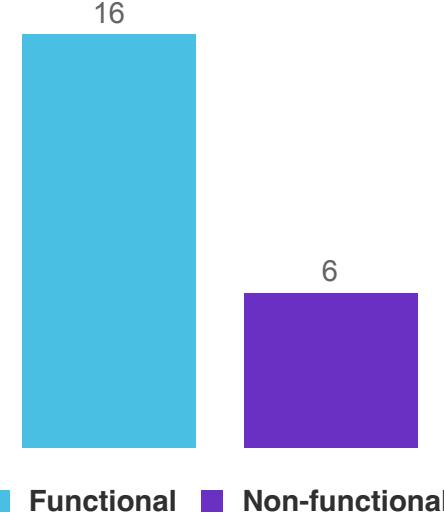
Features that a product must possess in order to fulfill its intended purpose.



Non-Functional

Qualities that define the overall performance of a product beyond its specific functional capabilities.

All Requirements



Requirements were elicited through focus groups and process mapping.

Requirement Format

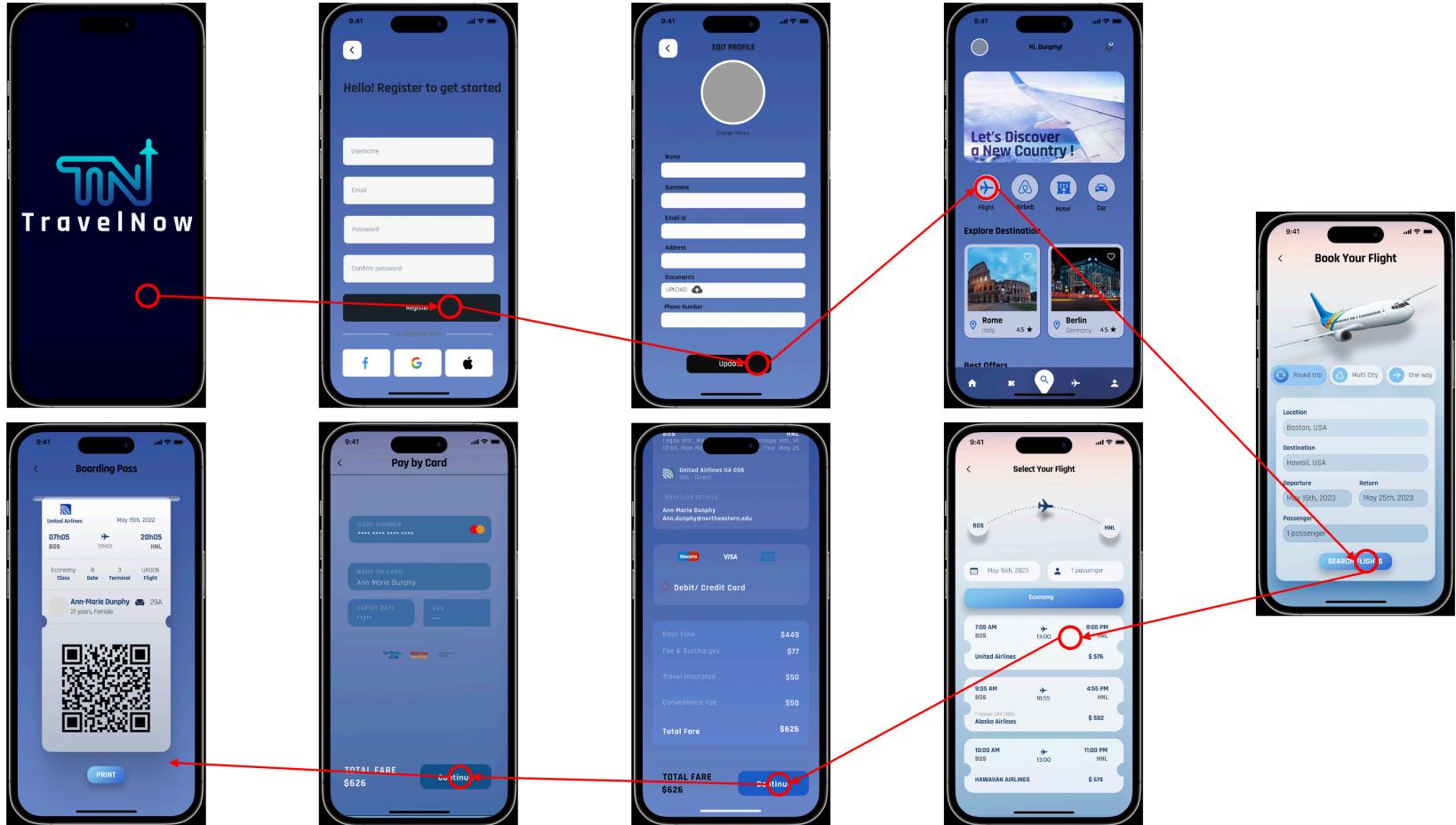
Requirement #: 4	Requirement Type: Functional
Event: Paying the bills	PUC #: PUC Deliverable #1
Description of requirement: The product shall allow customers to proceed with their booking payments online.	
Rationale for requirement: As a part of enhanced user experience, customers want to be able to pay online for their bookings.	
Fit criteria: The product should offer multiple payment options, including credit cards and debit cards, to accommodate users' payment preferences.	
Priority Rating: 5.7	Dependency: Requirement 1, 2, and 3
History: 04/28/2023 – Nilufar Masimova	
Supporting Materials: Context Diagram, PUCs, Living Glossary	

Requirement #: 20	Requirement Type: Non-functional
Event: All	PUC #: PUC Deliverable #1
Description of requirement: The product shall be accessible to customers with disabilities.	
Rationale for requirement: By ensuring accessibility, the travel and booking website can cater to a broader audience, including people with disabilities.	
Fit criteria: The product should meet recognized accessibility standards.	
Priority Rating: 5.5	Dependency: N/A
History: 04/28/2023 – Nilufar Masimova	
Supporting Materials: Context Diagram, PUCs, Living Glossary	

Requirement Prioritization

Requirement	Number	Factor - score out of 10	%Weight applied	Factor - score out of 10	%Weight applied	Factor - score out of 10	%Weight applied	Factor - score out of 10	%Weight applied		Total Weight
		Value to Customer	40	Value to Business	20	Minimize Implementation Cost	10	Ease of Implementation	30	Priority Rating	100
Requirement 1	1	8	3.2	6	1.2	5	0.5	5	1.5	6.4	
Requirement 2	2	9	3.6	8	1.6	4	0.4	4	1.2	6.8	
Requirement 3	3	9	3.6	8	1.6	3	0.3	3	0.9	6.4	
Requirement 4	4	7	2.8	9	1.8	2	0.2	3	0.9	5.7	
Requirement 5	5	5	2	6	1.2	3	0.3	2	0.6	4.1	
Requirement 6	6	9	3.6	8	1.6	2	0.2	3	0.9	6.3	

PROTOTYPE



Prototype Link: <https://www.figma.com/proto/yhEM8kPZoVLKDiBLSwb0KO/TravelNow-Prototype?type=design&node-id=92-137&scaling=scale-down&page-id=20%3A165&starting-point-node-id=92%3A137>

Recommendations



Hotel & Airbnb lodging interface



User Pilot Testing



Iterative Development



Final Testing & Deployment



Backend Development



Travel Deals and Discounts



Multilingual Support



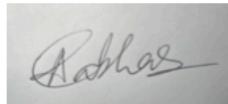
Blogs & Reviews - Influencers

Appendix 1 (Signed Agreement)

Agreement

Aabhas Maru

Lead Business Analyst



Mingben Sui

Lead Requirements Analyst



Nilufar Masimova

Lead Designer



Prachee Mishra

Client Facing Analyst



Shreya Mallya

Support Analyst

Harisha Patel

Harisha Patel

Signed Agreement

Consulting Agreement

to provide

Requirements Analysis and Design Consulting

The consulting agreement ("the agreement") is made and entered on the day 04/23/2023 by and between TravelNow ("the client") and Diversity Consulting (PJM6630 Group 2) ("the consultant").



Appendix 2 (Email Responses)

Response to Alex (CPO)

From: Diversity Consulting <b.analyst@diversityconsulting.com>
To: Hoen, Alex <a.hoen@travelnow.com>
Cc: Patel, Harisha <h.patel@travelnow.com>, Wang, Max <m.wang@travelnow.org>
Subject: RE: Weekend Brainstorm

Dear Alex,

Thank you for sharing your thoughts and ideas for the product development. It sounds like a great opportunity for TravelNow to expand its services and offer customers more convenient ways to book flights and lodging.

Response to Christo (Investor)

From: Diversity Consulting <b.analyst@diversityconsulting.com>
To: Reynolds, Christo <c.reynolds@travelnow.com>
Subject: RE: Competitive Landscape

Dear Christo,

Thank you for reaching out to us. We appreciate your interest in hearing our input.

Regarding your question on competition, there are several companies in the travel industry that could be considered competitors of TravelNow. Based on our analysis, some of the top competitors are **Expedia**, **Booking.com**, and **TripAdvisor**. However, depending on our specific area of focus, other companies may be more relevant.

Response to Harisha (Program Manager)

From: Diversity Consulting <b.analyst@diversityconsulting.com>
To: Patel, Harisha <h.patel@travelnow.org>
Cc: Wang, Max <m.wang@travelnow.org>
Subject: RE: Customer Segments

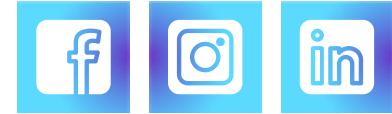
Dear Harisha,

Thank you for inquiring about our insight on this issue. Yes, Max shared that you have identified and categorized three segments of the customers for TravelNow such as the adventurer, the bargainer, and the emergency traveler.

Appendix 3 (Glossary)



Terminology	Clarity/Meaning/Definition
#	Number
Accommodation	Available rooms of Airbnb/Hotels.
Actors	Participants in our Product use cases.
Airbnb	It's a platform where people post their properties for rental stays.
Airline Companies	Showing the different airlines that are operating for the locations selected, including United Airlines, Delta Airlines, JetBlue, Spirit, Frontier, American Airlines, Alaska Airlines, Hawaiian Airlines, and some international airlines (if possible, in the future).
BA	Business Analyst: Analyzing data to form business insights and recommend changes in business based on market trends.
Backend	The part of the product that handles data processing, storage, and management tasks, as well as user authentication and authorization, and other tasks not visible to customers.



Thanks!

Do you have any questions?
b.analyst@diversityconsulting.com
+1 617 000 ****
diversityconsulting.com