

Technical Design Document

CXplorer

Team 2 – Ronli Chiu, Madison Choy, Kayin Ho, Jimmy Ma, Joseph Wong

1. Introduction

1.1 Purpose

The application CXplorer will be designed as an extension part from the official Cathay Pacific application. CXplorer aims to be an all-rounded traveling advisor that provide essential and inspiring traveling planning and information for users, such that traveling with Cathay Pacific would be encouraged.

1.2 Overview

The system will consist the following two main software components:

- A photo album feature that is integrated with Instagram and Facebook
- A personal profile with point rewarding system that encourage travellers to earn points and win unique souvenirs and products all around the world

Along with these two components, the system requires a mobile device on iOS and a computer to run on.

2. System Overview

2.1.1 Main Components

CXplorer application is comprised of two main components:

- CXplorer photo album
- CXplorer profile

2.1.2 CXplorer photo album

CXplorer photo album is a feature that is similar to the social media platform Instagram. It gets the photos from Instagram and Facebook with the hashtag #CXin(destination) where destination is the place the photo is taken. Users can enter keywords in hashtags and location names to search the photos of their desired destinations for travel inspiration and planning. Since most of the travellers have a habit of browsing social media for their travel inspiration, CXplorer photo album can be a platform for travellers to use and get their inspiration from.

On the other hand, related ticket sales would be included after the photo section. Users are able to buy the fanfares and pop-up-and-go tickets of Cathay Pacific. In utilizing the theory from big data, traveling locations, photos and ticket sales would be suggested to the users based on their previous browsing and searching history.

Other than the traditional photos, virtual reality videos can be watched by connecting the VR headsets with mobile devices. Users are able to watch the related tourism videos in immersion of the experience.

2.1.3 CXplorer profile

CXplorer profile page is a feature that integrated with social media platform Instagram and Facebook. Users are able to create their CXplorer profile by connecting it with other social media platform accounts. After logging in, the users can see their current rewards points in the profile, which can be earned by posting photos in CXplorer photo album page and using other features in CXplorer.

Moreover, related souvenirs and products that can be earned by the using the reward points in their profile. The souvenirs and products are unique to the destinations which can encourage users to travel with Cathay Pacific to different places in the world in collecting the special souvenirs and products.

2.2 System Architecture

