

Content and Data

Where does the information come from:

The information will come from one of two origins; staff and users. User collected information will include their searches, search times, their email (once they have made an account) and other account information. Thus from the user end some of the information they pass on will be voluntary the other data will be collected as they use the site. From the staff end the information will be room details, weather there are discounts or new hotels being added.

What form should it take:

That data form will depend on the data being stored, for example emails names and passwords would be stored as strings. Compared to when a user accesses a site which could be collected as either an integer, a double or a new class made called time.

If the information is on the client how will it be sent to the server:

To send information from the client to the server this will be initiated (in most cases) by the user interacting with the webpage, clicking a button or hovering over a certain part of the page. This will then be passed onto the server using ajax and either stored on the data base or compared to what the database currently has.

Does all information need to be stored on the server:

No. Albeit most of it does. The information stored by the user would be session information meaning they wouldn't need to log in repeatedly and this wouldn't harm their experience as they would always have to put in credit card details.

What processing needs to be done to make the data useful:

Most of the data, emails and passwords for example, wouldn't be that useful but the data that could be used primarily is: what times/days are being searched most, what rooms are most popular, which hotels are most popular as well as what time the site is most used. To make this data into more coherent information most of it could be turned into charts of differing varieties, time could be represented as a line graph peaking at which ever time is most popular, searches could be a pie graph and so on. This would then show the attributes that the hotel chain could cater to thus make more profit.