



West Coast Air Adventures

The Past, Present and Future Developments

Background

- WCAA, established in 1989, is a highly successful company, operating flights to the major West Coast tourists areas.
- Both fixed wing and helicopter flights are on offer.
- A recent accident due to poor weather conditions has hit customer confidence.
- We have felt this with a drop in the number of bookings.
- Focus groups revealed that customers wanted package holiday deals. These packages would include sightseeing, hotel accommodation and travel.
- In an attempt to regain income and confidence, a solution from inside the company was sought.

Project Choice

- All the stakeholders were included in the decision making process, which involved evaluating each project against a set of company objectives.
- These objectives were:
 - Value for money
 - Improve safety
 - Improve public image
 - Forms a complete holiday package
 - Keeps the company commercially viable
- It was decided that the website would be the best project.
- The website was seen as good way to incorporate the businesses goals into an easy-to-access portal.

Justification for taking on project

- Ideas for projects were:
 - Enter a partnership with a coach company to purchase hotels
 - Having a partnership will make for seamless, trouble-free travel, and more capital funds.
 - Develop a company website
 - This will gives us face to both national and international visitors and provide a way to get more information and book holidays.
 - Computer equipment upgrade
 - Investing in a computer network will enable better control over aircraft maintenance, payroll and asset management.
 - Aeronautical navigational systems upgrade
 - By installing GPS systems and sophisticated radar, the likelihood of an accident is dramatically decreased.

Project Scope

- The website requirements were defined in consultation with all stakeholders.
- The requirements were:
 - Allow customers to gain information and book holiday packages.
 - Have a secure booking system.
 - The website must look professional, professional and trustworthy
 - It must be fast loading and be fully standards-compliant
 - Be hosted in a scalable and 'always on' environment
 - Be accessible for people with disabilities
 - Have a contact us feature so customers can get more information
 - Have a fast and accurate search function.
 - Encourage tourists to book package holidays

WBS and schedule

- WBS
 - Initiating
 - Project manager / stakeholder meeting / business case
 - Planning
 - Scope statement / WBS / Gantt chart / outsourcing
 - Executing
 - Information gathering / website design & implementation
 - Controlling
 - Regular status reports / change control procedure
 - Closing
 - Lessons learned / official handover
- Schedule
 - 12 months from conception to finished product

Website design



Welcome to West Coast Air Adventures

Your one-stop-shop for complet package holidays on
New Zealand's rugged wild West Coast



Above are some typical shots of the rugged beauty of NZ

From the comfort of an air-conditioned bus, or a small plane at
5000 feet you will be shown the best sights and sounds that this
planet has to offer ... and it is all right here

Change

- Managed by strict change control procedure
 - Change control request form
 - Signed by all parties involved with change
 - Result: Smooth change where everybody was on the same page.
- Major change:
 - Release of West Coast tourism video
 - Released in DVD and direct download
 - Change in scope, cost, schedule and technology
- Used a PMIS on intranet
 - Central place for notices where everybody would see them
 - Kept everybody up to date with progress

Present and Future Developments

- We have not seen the rapid growth in bookings due to the site that we predicted.
- However, there is a large amount of traffic, mainly from USA and UK.
- We are still confident that within 1 year we will see a 50% increase in overseas bookings.
- We are working with search engines to try and get our site higher on certain queries.
- The download version of the video is not as popular as anticipated.
 - Due to large file size and our slow connection speed.
 - Currently looking at hosting it overseas

User feedback

- Initial feedback from customers is very promising
- We are getting emails from customers asking for extra information.
 - We are looking at incorporating these questions and answers either into a FAQ or merging with current information.
- We have been doing some research with focus groups
 - Very good general layout and features easy to use.
 - Booking system easy to use and seems trustworthy from their point-of-view.
 - The video on DVD appeals much more than downloadable version.
 - Want more information about the package deals themselves rather than the individual sightseeing visits.