



American International University-Bangladesh (AIUB)

Department of Computer Science
Faculty of Science & Technology (FST)
Fall 23 24

““TravelBuddy””

An Accompanying Tourist

Software Requirement Engineering

Sec: B

Project submitted

By

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1. PROBLEM DOMAIN

1.1 Background to the Problem

Presenting "TravelBuddy," the ideal travel companion for adventurers everywhere. The goal of the recently launched website "TravelBuddy" is to match vacationers with unusual experiences, locations, and travel packages. For anybody who enjoys travelling and wants to get the most out of their excursions, this is the ideal platform.

After a group of enthusiastic travellers struggled to discover genuine travel experiences that didn't break the wallet, the idea for "TravelBuddy" was born. They desired to provide something unique as they saw that the majority of trip booking websites were overrun with same, generic packages. Something that would enable visitors to experience new areas, make connections with people, and fully immerse themselves in the local way of life.

The goal of "TravelBuddy" is to increase everyone's access to, enjoyment from, and affordability of travel. They achieve this by collaborating with regional tour operators, guides, and travel agencies to create distinctive, adaptable vacation packages that suit a variety of interests and price points.

"TravelBuddy" offers something for everyone, regardless of your interests—a gourmet seeking to sample the delectable cuisine of Paris or an adventure seeker hoping to walk across the Himalayas. With a straightforward search feature that lets visitors narrow down results by activity, budget, destination, and more, their website is user-friendly.

"TravelBuddy", however, is more than simply a website for arranging trips. In order to assist travellers in organising their excursions and making the most of their time overseas, they also provide a variety of tools and information. This consists of in-depth location guides, advice for travelling, and a community

forum where users can interact with one another and discuss their travel experiences.

The dedication of “TravelBuddy” to ethical and sustainable travel is one of its main characteristics. They think that travelling should be about more than just crossing things off of our bucket lists; it should also be about protecting the areas we go and helping the local populations. For this reason, they collaborate with neighbourhood groups and projects to advance eco-friendly travel strategies and support the areas in which they operate.

Despite being a relatively young company, “TravelBuddy” is already having an impact on the travel sector. Numerous well-known travel magazines have highlighted them, and happy clients have left them with glowing testimonials. To accommodate the demands of tourists from all around the world, they're dedicated to enhancing their platform and growing their selection of services.

Go no farther than “TravelBuddy” if you're searching for a travelling buddy who will assist you in seeing new places, establishing connections with locals, and creating lifelong experiences. Begin organising your upcoming journey right now!

1.2 Solution to the Problem

“TravelBuddy” websites have become an essential tool for travelers because they provide convenience, cost savings, wide selection, user-friendliness, time-saving, transparency, and reviews and recommendations. some Importance of this type of websites:

- **Convenience:** “TravelBuddy” websites offer a one-stop-shop for travelers to research, plan, and book their entire trip. This makes the process much more convenient for travelers who don't have the time or resources to do extensive research on their own.
- **Cost-Effective:** “TravelBuddy” websites often offer discounted rates on flights, hotels, and vacation packages. This can help travelers save money on their trips and make travel more accessible to a wider range of people.

- **Wide Selection:** “TravelBuddy” websites provide travelers with a wide selection of travel options, including different destinations, accommodations, and activities. This allows travelers to customize their trips to meet their individual preferences and interests.
- **User-Friendly:** “TravelBuddy” websites are user-friendly and easy to navigate. They provide travelers with detailed information about destinations, accommodations, and activities, which makes it easier to plan and book a trip.
- **Time-Saving:** “TravelBuddy” websites save travelers time by streamlining the booking process. Instead of spending hours researching different travel options, travelers can simply search for what they want and book it quickly and easily.
- **Transparency:** “TravelBuddy” websites provide travelers with transparency in pricing and availability. This means that travelers can compare prices across different providers and make informed decisions about their travel plans.
- **Reviews and Recommendations:** “TravelBuddy” websites offer reviews and recommendations from other travelers. This can be invaluable information for travelers who want to know what to expect from a particular destination, hotel, or activity.

2. SOLUTION DESCRIPTION

A travel booking website should aim to provide an intuitive and user-friendly platform that simplifies the process of booking a trip. Here are some key features that could be included in a travel booking website:

- **Advanced Search:** An advanced search function that allows users to search for flights, accommodations, and activities based on their preferred dates, destination, budget, and other criteria.

- **Customized Packages:** The ability to create customized travel packages based on the user's preferences and interests. This could include pre-built packages or the option to build a package from scratch.
- **Reviews and Ratings:** A section for user reviews and ratings of hotels, flights, and activities. This feature allows travelers to make more informed decisions and select the best options for their needs.
- **Mobile Compatibility:** A responsive design that works well on mobile devices, so users can easily access the site from their smartphones or tablets.
- **Secure Payment:** A secure payment system that accepts multiple payment methods and ensures that user data is protected.
- **Customer Support:** A customer support team that is available to answer questions and resolve issues related to bookings, cancellations, and refunds.
- **Personalization:** Personalized recommendations and suggestions based on the user's search history and preferences.
- **Travel Guides:** Comprehensive travel guides that provide information about destinations, cultures, languages, currencies, and other useful tips for travelers.
- **Real-Time Updates:** Real-time updates on flight status, weather conditions, and other important travel information.
- **Social Media Integration:** Integration with social media platforms that allow users to share their travel experiences and connect with other travelers.

All things considered, a good website for booking travel should provide its customers sophisticated search, personalised packages, reviews and ratings, mobile friendliness, safe payment methods, customer service, personalisation, trip advisors, real-time updates, and social network integration. These features have the potential to improve user experience and increase the effectiveness and enjoyment of the travel booking process.

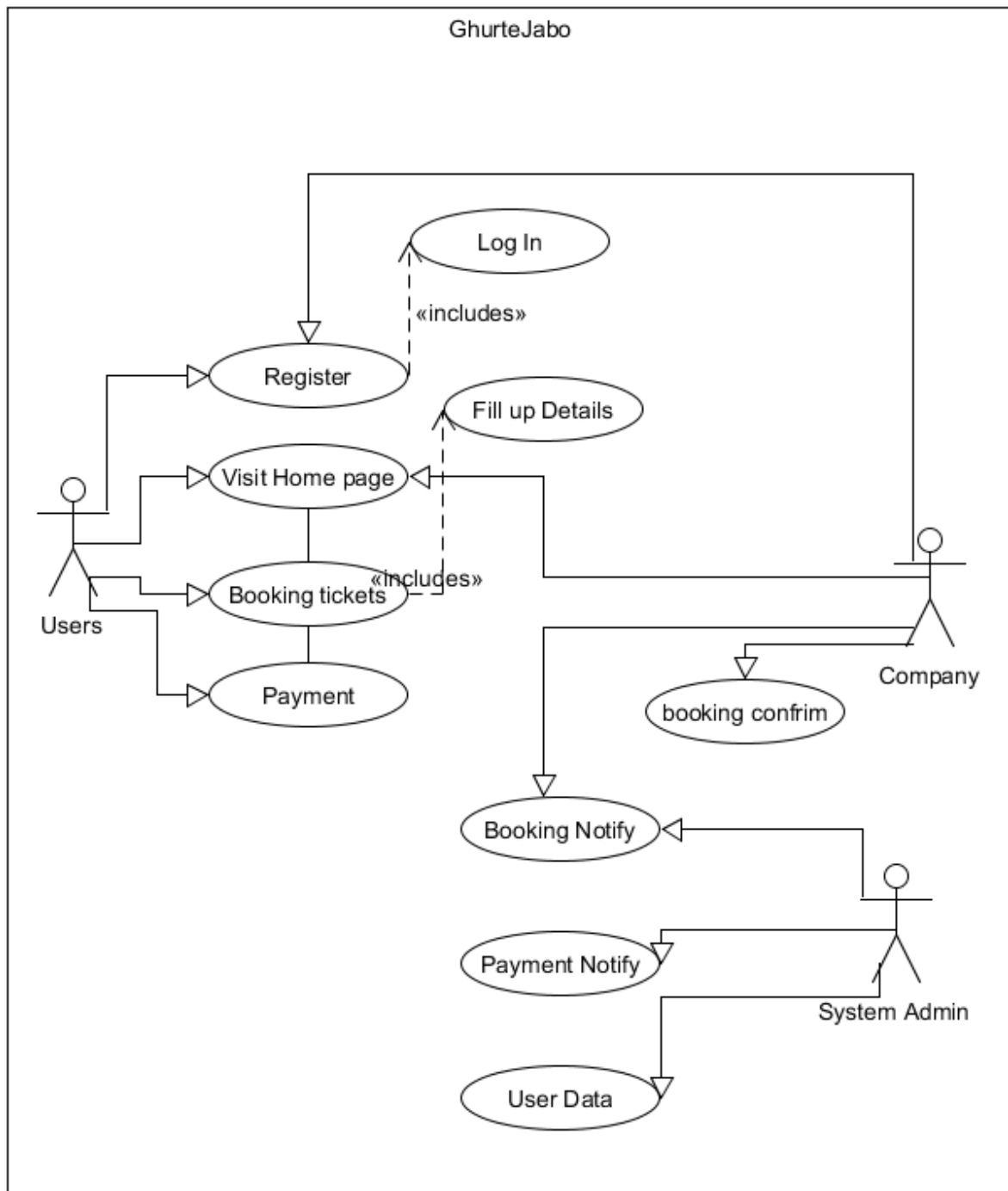
2.1 System Features

“TravelBuddy” websites have most essential features they are:

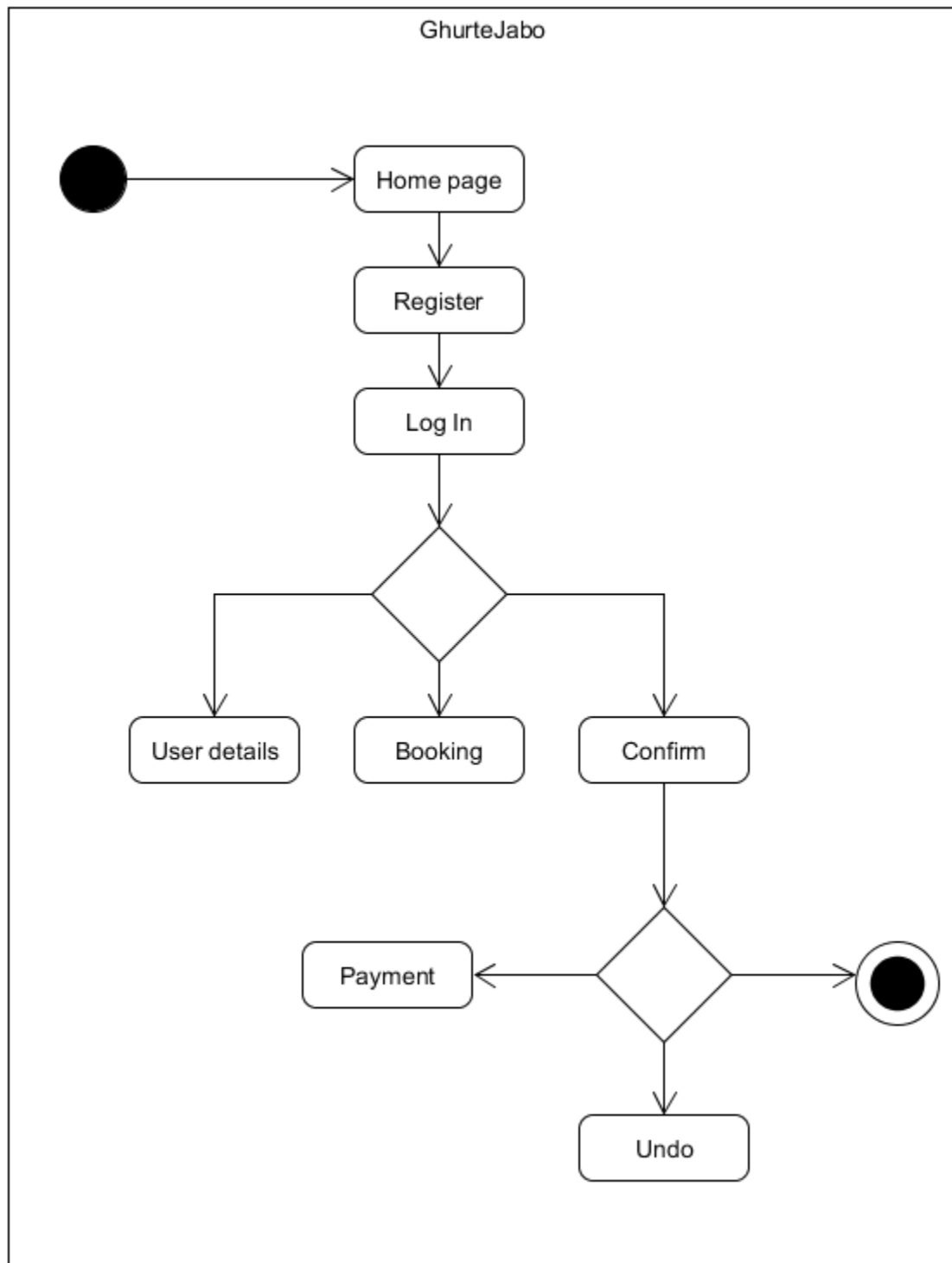
- Advanced Search.
- Interactive Maps
- Secure Payment Gateway
- Booking Management
- Travel Communities
- Reviews and Ratings
- Personalized Recommendations
- User Accounts
- Travel Guides and Recommendations
- Real-Time Updates
- Local Event Calandar
- Multilingual Support
- Cursorial Media Integration Tomer Support

2.2 UML Diagrams

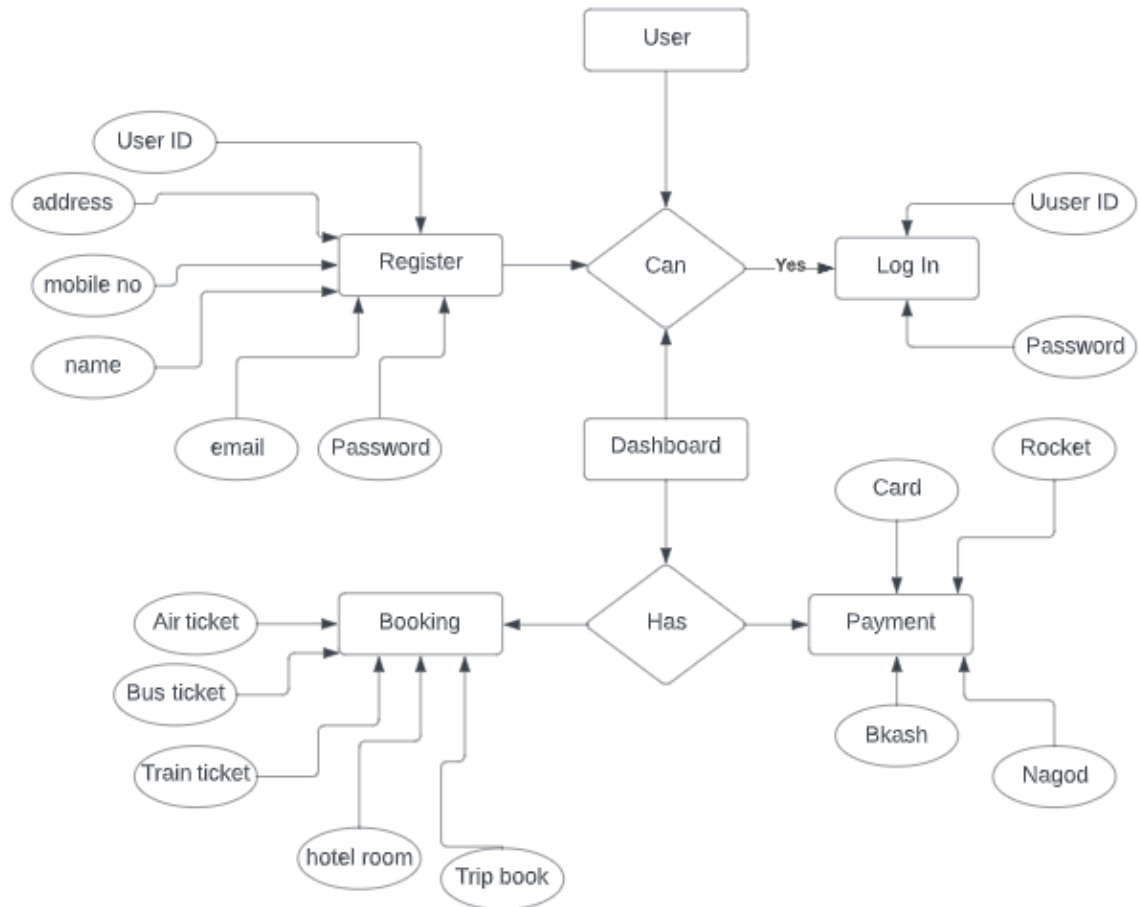
Use Case Diagram



Activity Diagram



ER Diagram



3. Social Impact

Travel booking websites have a significant social impact, both positive and negative. Here are some examples:

Positive Social Impact:

- Boosting the Economy
- Cultural Exchange

- Environmental Conservation
- Job Creation
- Education

Negative Social Impact:

- Overcrowding
- Displacement of Communities
- Exploitation of Workers
- Cultural Appropriation
- Carbon Footprint

In summary, “TravelBuddy” websites can have both positive and negative social impacts. By promoting sustainable tourism practices, supporting local communities, and fostering cultural exchange, travel booking websites can contribute to positive social impact while minimizing the negative impact.

4. Development Plan with Project Schedule

Developing a travel booking website requires careful planning, design, and development. Here is an outline of a potential development plan with a project schedule for a new startup travel booking website:

- Planning Phase (1-2 weeks)
- Design Phase (2-4 weeks)
- Development Phase (6-8 weeks)
- Integration Phase (2-3 weeks)
- Launch and Testing Phase (1-2 weeks)
- Maintenance and Support Phase (ongoing)

Phases	Weeks									
	1	2	3	4	5	6	7	8	9	10
Planning Phase										
Design Phase										
Development Phase										
Integration										
Testing Phase										
Launch										
Maintenance	On going									
Support	24/7									

Assign members with task schedule:

Task Name	1	2	3	4	5	6	7	8	8	9	10
Requirements Gathering											
Design UI/UX											
Create Client Profile											
Develop User Authentication											
Implement Search Functionality											
Travel Guides and Recommendations fuctionality											
Develop Appointment Booking											
Add Messaging Feature											
Implement Payment Processing											
Implement Review System											
Testing and Bug Fixing											
Deployment and Launch											
Bug Fixing and Support											

Assign Members	1	2	3	4	5	6	7	8	8	9	10
1.Fahad & Nahin											
2. Shihab											
3.Fahad											
4.Nahin											
5.FAHAD											
6.Nahin											
8.SADIK											
8.Shihab											
9.FAHAD											
10.FAHAD											
11. Shihab											
12. nahin											
13.Fahad , Nahin & Shih											

In summary, developing a “TravelBuddy” website requires careful planning, design, development, integration, launch, testing, maintenance, and support. Following a detailed project schedule can help ensure that the website is delivered on time, within budget, and meets user requirements.

5. Marketing Plan

Developing an effective marketing plan is critical for the success of any new startup “TravelBuddy” website. Here is an outline of a potential marketing plan:

- Market Analysis.
- Define Target Audience.
- Branding.
- Content Marketing.
- Search Engine Optimization (SEO).
- Social Media Marketing.
- Influencer Marketing.
- Paid Advertising.
- Email Marketing.
- Referral Marketing.

Developing a comprehensive marketing plan that includes market analysis, defining target audience, branding, content marketing, SEO, social media marketing, influencer marketing, paid advertising, email marketing, and referral marketing can help your new startup travel booking website attract and retain customers, build brand awareness, and drive sales.

6. Cost and Profit Analysis

To perform a cost and profit analysis for a new startup booking website, we need to consider various factors that impact the company's revenue and expenses. Here are some important things to consider:

- Development Costs.
- Marketing and Advertising Costs.
- Staffing Costs.
- Server and Hosting Costs.
- Payment Processing Fees.
- Customer Acquisition Costs.
- Revenue Streams.

- **Development Costs:** This includes the cost of designing, developing, and testing the “TravelBuddy” website. Assuming a team of local developers and designers working on the project, the cost could range from **BDT 500,000 to BDT 1,000,000**.
- **Marketing and Advertising Costs:** This includes the cost of promoting the website through various channels, such as social media, online ads, and other marketing strategies. Depending on the scale and scope of the marketing campaigns, the cost could range from **BDT 50,000 to BDT 200,000**.
- **Staffing Costs:** This includes the salaries and benefits of employees, including developers, marketers, customer service representatives, and other staff members. In Bangladesh, the cost of hiring skilled employees is relatively low compared to other countries. Assuming a team of 5 employees, the cost could range from **BDT 1,000,000 to BDT 2,000,000 per year**.
- **Server and Hosting Costs:** This includes the cost of hosting the website on servers and any additional expenses such as domain name registration. The cost of hosting and server maintenance in Bangladesh is relatively low, and could range from **BDT 50,000 to BDT 100,000 per year**.
- **Payment Processing Fees:** This includes the fees charged by payment processors such as Stripe or PayPal for processing transactions. The cost of payment processing fees varies depending on the payment gateway and

the volume of transactions processed. Assuming a fee of 2%, the cost could range from BDT 20,000 to BDT 50,000 per year.

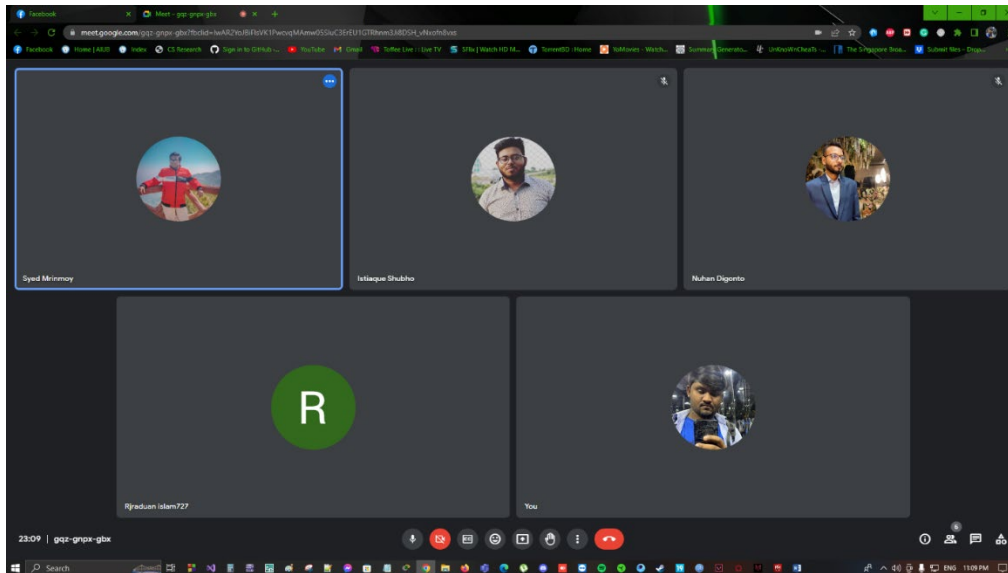
- **Customer Acquisition Costs:** This includes the cost of acquiring new customers through promotions, referral bonuses, or other incentives. Depending on the scale and scope of the customer acquisition campaigns, the cost could range from BDT 50,000 to BDT 100,000.
- **Revenue Streams:** This includes the revenue that the startup generates from booking fees, subscription fees, or other monetization models. Assuming a booking fee of 5% and 10,000 bookings in the first year, with an average booking value of BDT 5,000, the revenue would be BDT 2,500,000.

Based on these estimates, the total expenses for the first year could range from BDT 1,670,000 to BDT 3,450,000. Therefore, the profit would be BDT 2,500,000 (revenue) - BDT 1,670,000 to BDT 3,450,000 (expenses) = BDT 830,000 to BDT 780,000.

It's crucial to remember that these are only estimates, and that the real expenses and income may change depending on a number of variables including the state of the market and the level of competition. Nonetheless, a low-budget startup booking website may still turn a profit if it can find inexpensive ways to attract users and create income through effective monetization strategies.

7. Reference

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2. <https://codetheorem.co/blogs/must-have-features-for-travel-website>
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> **Development Costs:** This includes the cost of designing, developing, and testing the Glanzlabo website. Assuming a team of local developers and designers working on the project, the cost could range from **BDT 500,000 to BDT 1,000,000**.

> **Marketing and Advertising Costs:** This includes the cost of promoting the website through various channels, such as social media, online ads, and other marketing strategies. Depending on the scale and scope of the marketing campaign, the cost could range from **BDT 50,000 to BDT 200,000**.

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Phase	1	2	3	4	5	6	7	8	9	10	11	12
Project Initiation												
Project Planning												
Project Execution												
Project Monitoring												
Project Closing												

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Page 12 of 11 Web content

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