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Module 6 Case in Point 1

TravelBiz's decision to expand into the vacation travel market with the new division, TravelFun, poses an important question regarding the best modeling technique to adopt. While traditional analysis has its merits, the Object-Oriented (O-O) methodology stands out for several compelling reasons. Firstly, the O-O approach's emphasis on modularity offers unparalleled flexibility and scalability. As TravelFun is a new venture, it may see multiple iterations based on market response, and an O-O system can adapt seamlessly to these changes. Furthermore, the method's ability to mirror real-world entities will be particularly beneficial when modeling diverse travel packages and services, making the system intuitive for both developers and end-users.

Moreover, considering that TravelBiz is a seasoned player in the industry, integration with existing systems will be crucial. The modular nature of O-O systems promises smoother integrations. Not to mention, maintenance in the long run would be more straightforward with O-O, given its clarity and structure. While team expertise and project timelines are essential factors, the modern, adaptable, and efficient nature of the O-O methodology seems to be a fitting choice for a dynamic and evolving division like TravelFun.