

Travel Agency Case Study

Overview

A local travel agency would like to offer a tablet application to provide their customers a streamlined booking experience, reduce the labour cost, and promote their business. The travel agency allows customers to be able to complete the entire booking process through the application.

In a typical scenario, the customer will search for flights using origin and destination airports, flight date and time, passenger age, and flight class. The application should provide customers with all available flights, along with their costs, departure times, arrival times, duration, and number of stops, with the option to sort by any of these fields. Once the flight has been selected, the customer will enter the passenger details. The customer can then complete the payment using a credit/debit card or PayPal, or save the booking at its current cost for up to 24 hours with a booking reference number. The customer can use the application later and pay for the booking later using the booking reference number. Once the payment has been completed, the booking application will allow the customer to select the seats and the meal preference for each passenger. The seats can be selected by displaying an interactive diagram of the available seats in the plane, while the meals can be selected by displaying an interactive menu showing different meal choices.

The travel agency provides a loyalty program, as well as monthly specials and promotional discounts. During the booking process, the customer will be given the option to use the application as a guest or create an account to earn points for the current booking. If the customer already has an account, they can login and exchange their collected points for discounts. The payment page will also allow the customer to enter a promotional code, which can be obtained by subscribing to their email newsletter.

Requirements

At minimum, the application should implement the following requirements:

1. Display a greeting screen which offers flight search, login and manage bookings functions.
2. Flight search results should provide users with all available flights, along with their costs, departure times, arrival times, duration, and number of stops, with the option to sort by any of these fields.
3. Once the flight has been selected, the user can enter the details for each passenger, including name, date of birth, passport number and passport country.
4. The user can complete the payment using a credit/debit card or PayPal, or save the booking at its current cost for up to 24 hours with a booking reference number.
5. The user can use the application later and pay for the booking later using the booking reference number.
6. Once the payment has been completed, the application will allow the user to select the seats and the meal preference for each passenger.

7. The seats can be selected by displaying an interactive diagram of the available seats in the plane.
8. The meals can be selected by displaying an interactive menu showing different meal choices.
9. During the booking process, the user will be given the option to continue as a guest, login, or create an account to earn points for the current booking.
10. There should be a screen to create an account with a username, password and a mobile number.
11. There should be screens to manage the user account and bookings.
12. The payment screen should allow the user to enter a promotional code.
13. The payment screen for a logged-in user should allow them to exchange their previously collected points for discounts.
14. There should be an option to subscribe to the email newsletter to receive promotional codes and offers.

Physical Constraints

The table application needs to be usable on an 8-10 inch touch screen tablet. Button, icons, and fonts sizes should be reasonable for this screen size. A touch screen keyboard should be available when a text entry is required. Pinch zooming should be available where it might be needed.

You will need to focus on the usability and functional aspects of the application that satisfy the aforementioned requirements.