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**DESIGN OF VOLCANO BUS COMPANY WEBSITE**

**By**

**UMUTONI RUHUMURIZA THAMAR**

**15/DIT/BU/R/0001**

**A PROJECT PROPOSAL SUBMITTED TO THE DEPARTMENT OF COMPUTING AND TECHNOLOGY IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF THE AWARD OF A DIPLOMA IN INFORMATION TECHNOLOGY**

**Supervisor**

**Dept:**

**school**

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SECTION 1

1. **Introduction**

**1.1 Background**

This is volcano Bus Company that provides travelling which is Kampala to Kigali and Kigali to Kampala. within 24hrs not only in Kigali Kampala also the bus which uses his service in the country or in Rwanda it helps people for traveling. Newsletters may be published on the website so that customer and other users can access the latest news in volcano Bus Company.

Also it is observed that many companies depend on the current high-technologies to improve their operations. Paper forms were used to complete their required information to be able to register and these could be used locally only that makes the matter difficult for customers. Therefore this website will increase the well-known of volcano buses and high number of customers that use buses travelling for different purposes. And volcano website will basically allow people to get the information about our company and the location (place) of our station.

While there are indications of experiments with public transport in East Africa, there is evidence of a scheduled “bus route” from Nyabugogo Bus Station in Kigali to Huye in Southern Rwanda which was started by Olivier Nizeyimana .

We take pride in being regarded as one of the most reliable and affordable courier and Public transport service providers in the country. As a third party Public Transport service provider, we excel at a range of Transport services, which includes Cargo services, Courier services, and a range of other ancillary services. Over the last few years, companies have gradually focused on service quality and customer satisfaction. This strategy is very profitable for both companies and customers, particularly for transit agencies and passengers. An improvement of the supplied service quality can attract further users. This fact could resolve many problems We have years of experience in the business of transport services, and aim to provide our clients with convenience, reliability and affordability through our premium Transport services.

By creating a website for this company it will be able to displaying them on the website and help to give the impression that website is bigger and more successful than it may actually be. This means that people or customers from different parts of the world will be able to view these services and also get the contacts if they need to make more information’s.

Public transport is supplied to provide mobility to people who do not have access to private cars or provide an alternative option to private car mobility. Nowadays, public transportation is increasingly for many purpose, such as providing mass mobility, managing traffic congestion, mitigating air pollution, reducing energy consumption and creating development opportunities. Notwithstanding all the stead incentives to promote the use of public transport, a critical issue remains whether public transport services are able to cope adequately with the demand for it.

public transportation in the 21st century is on the move, as more and more

Americans are discovering the benefits of traveling on buses, trains, subways,

trolleys and ferries. In 2005, Americans took 9.7 billion trips on public transportation—15 times

the number of trips they took on domestic airlines. From 1995 through 2005, public transportation ridership increased by25 percent a growth rate higher than the 11 percent increase in U. S. Population higher than the 22 percent growth in use of the nation’s highways over the same period. Currently there are more than 6,400 providers of public and community transportation

offering Americans freedom, opportunity and the choice to travel by

means other than a car.3 Investments in our nation’s public transportation infrastructure

are paying off, with many communities large and small expanding

and modernizing their systems.

**1.2 Problem Statement**

Volcano Bus Company uses manual system in their services in their services that cause problem of less publications/ coverage on line. This has not only affected the growth of volcano bus but it has even affected it existence in the transport industry due to the aggressive on line coverage of its competitors. Therefore, there is a need to design a website that is able to target a wider customer’s base at ago.

**1.3 Aim**

The aim of this study is to design a website for a volcano bus in order to increase it publicity online.in order to help people to know more information about the company and services existence

**1.4 Objectives**

1. To study and analyze the requirements of the institute in order to make it advanced.

2. To design a website layout for volcano services

3. To implement a website that’s helps advertising the company’s service

**1.5 Scope**

The website indicates the information to user, the home page of the website directs the user easily. The homepage displays the information to the customer according to his or her needs. And it supports the user to questions by using the contacts that are indicated on the website and answered within a short time. The institute websites accessed by everyone who has internet information

The website is going to help the users especially, customers and volunteer sponsors to get more information about the company.

**1.6 Justification**

This website will help the company to evaluate the needs of the website so that to increase the growth. . It will reduce the cost in announcing the institute in media and posting the institute information on postures. The updates for the institute are made clearly on the website to inform all users concerned

**SECTION 2**

1. **Literature reviews**

A website is collecting of related web pages containing images, text, videos and graphics. The website’s web page and document typically written in plain text inter spared with formatting instructions of hypertext markup language and CSS. The website of volcano Bus Company allows the user to get more information about their service and for those who want to book ticket they can easily call by the contact then they can book for them.

HTML (Hyper Text Markup Language) and CSS (Cascading Style Sheets) are the basic building blocks of web design. They control how you present your content to the end user. You can get started with templates and such, but ultimately, you have to understand these languages if you’re going to learn web design.

According (Duckett, 2011) When creating a web page, you add tags(known as markup) to the contents of the page. These tags provide extra meaning

and allow browsers to show users the appropriate structure for the page. The full color photos, magazine style layouts and infographic style illustrations make it so much easier to understand the code and use it to produce great web design.

It’s also very well organized, using a color coding system to help you work through the basics of HTML and CSS. While it’s aimed at beginners, this is also a valuable resource for experienced designers wanting to refresh their skills.

While design is important, don’t forget that offering great content is what your visitors are ultimately after. A well-designed website might convince visitors to take a closer look but they won't look twice if the content isn't useful and well organized. After all, you never get a second chance to make a first impression

Today, the web is social and interactive. It’s not static like most websites tend to be. As such, a website can no longer sustain as its own island. We now need to consider *integrating* search, social media, content, blogging, and more with our websites. Gone are the days where all it took was a URL, fancy Flash graphics, and an expensive advertising campaign to temporarily boost traffic.

The reason for this shift is largely due to changing customer behavior. Today’s customer wishes to get the information whenthey want and howthey want and often-times without the involvement of a sales person. And more importantly, they want to be educatedand not sold to.

You’ll also find in Hub Spot’s 2011 State of Inbound Marketing Report that inbound marketing is more effective in reaching today’s buyer.

According to (meher, 2011)in order to get a good website or people to be attractive in your website by using the right images “Images can be a powerful element to any website but you need to use them wisely. For example, consider stock photography. Stock images are seen everywhere because they are easily accessible and inexpensive”. While design is important, don’t forget that offering great content is what your visitors are ultimately after. A well-designed website might convince visitors to take a closer look but they won't look twice if the content isn't useful and well organized. After all, you never get a second chance to make a first impression

After reading according (Krug, 2000), you will agree that it is the job of the web designer and her team to make websites easy for people to use, and you will find yourself adopting techniques that make it easier for people to use your websites. There’s no question: a good usability professional will be able to do a better job of testing than you will. In addition to having experience designing and facilitating tests, a professional will have seen the same usability problems many times before and will know a lot about how to fix them.

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What (Brown, 2010) has done is tell us how to document the parts of a web design process so that it can be clearly communicated to the people you work with. Successful web design teams depend on clear communication between developers and their clients and among members of the development team. Wireframes, site maps, flow charts, and other design diagrams establish a common language so designers and project teams can capture ideas, track progress, and keep

their investors informed.

**SECTION 3**

**3.0 Met**hodology

The researcher usually applies several of these techniques during a single system project. To be able to select the most suitable technique for use in any given situation, the researcher needs to learn the advantages of each of the techniques.

3.1 Requirement collections

The requirement collection method used for this research exercise was Case Study. *A Case Study* is an empirical inquiry that investigates a contemporary phenomenon within its real life context in which multiple sources of evidence are used

The requirement approach adopted was also useful for determining the differences in website development approaches between institutions. The case study method was chosen over a survey approach because of the problems of misinterpretation of terminology and verification associated with surveys. For example, what does an institute having website layout standards actually mean? In addition, unless examples of the techniques and samples of documentation are seen, how can the researcher verify that institute does use a particular technique*?* ***Dark et al* (2001)** **“**stated that case studies typically combine data collection techniques such as interviews, observations, and document and text analysis**”**. The research techniques used for the research exercise reported in this paper included:

**3.1.1Questionnaires**;

The researcher will be asking questions to a staff and students.then after will be able to know in details what they need to know about the company. People are more truthful while responding to the questionnaires regarding controversial issues in particular due to the fact that their responses are anonymous. But they also have drawbacks. Majority of the people who receive questionnaires don't return them and those who do might not be representative of the originally selected sample. (Leedey and Ormond, 2001).

**3.1.2 Interviews**

According to Google researching in Wikipedia explanation it tells that, these are done in form of asking oral questions from both administrators and customers interests on different levels and difficulties they are approaching when getting the services of the website through asking them oral questions by the researcher and the feedback will be got immediately from the customers as well as the administrators.

**3.1.3 Observations**

By seeing the activities performed and gather the facts intended, provide that the information is reliable. The researcher obtains the information and gets to know the working environment and this enables to point out the weakness and come up with the best solution hence enrich the website

**3.1.4 Design**

These are techniques and standards used to design the website include:

**Planning phase:** This phase was to obtain the website definition which were then implemented, if accepted, in the subsequent analysis and design phase. The basic activities were:

To determine the objectives of the new website.

To study the new website to see how far it meets its objectives.

**Analysis phase:** During this phase the analyst read books or went through records that he used to collect data for later analysis. As information was collected, the analyst documented the important aspects so it can be referred to later on. For this purpose, he/she used forms charts or tables.

**Design phase:** This phase particularly deals with design the website showing the physical layout the website after planning when it was done. For example, Elliott, W. (July 2008). *A Complete Guide to Web Design* complies with new technologies such as html and notepad which were used to design the website. This helped the designer to make a website in a way the user could understand.

**Website implementation:** It consist the tasks which is necessary to bring a developed website into operational use and turn it over to the users. It involved programmers, users and operational management, but it’s planning and timing is a price function of the website analyst.

2.5 Maintenances

According to the books of maintenance of the website, they guided the designer to maintain the website. The Reliability Centered Maintenance (RCM Cost) module implements the *Reliability Centered Maintenance* (RCM) procedure for determining maintenance strategies based on reliability techniques and encompasses well-known analysis methods such as *Failure Mode Effects and Criticality Analysis* (FMECA). RCM procedures take into account the prime objectives of a maintenance program:

Minimizing Costs

Meeting Safety and Environmental Goals

Meeting Operational Goals

When the website began operating, a formal evaluation procedure were put into effect to monitor the results of the operation. The website evaluation phase continues for the

life of the system materially aiding in the discovery of a website weaknesses and trend in the long-range planning for the subsequent website systems.

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