

Vanier College
Faculty of Science and Technology
System Development
420-436-VA

Deliverable 02

Green Team
Andy-Tason Nguyen-Chao
Damiano Visalli
Md Saqliyan Islam
Uraib Ahmed Lakhani
Yassine El Yamani

In collaboration with Muhammad Zahid Hussain

We, the Green Team, certify that this assignment is our own work

I, Andy-Tason Nguyen-Chao, student ID# 2071047, certify that I have contributed to this deliverable, A.T.N.C.

I, Md Saqliyan Islam, student ID# 2062427, certify that I have contributed to this deliverable, M.S.I.

I, Uraib Ahmed Lakhani, student ID# 2049924, certify that I have contributed to this deliverable, U.A.L

I, Damiano Visalli, student ID# 2062581, certify that I have contributed to this deliverable, D.V

I, Yassine El Yamani, student ID# 2059045, certify that I have contributed to this deliverable, Y.E

Table Of Contents

Table Of Contents	3
Executive Overview	4
About	5
Description Of The Business Domain	5
Description Of The Business Environment	6
Description Of Our Client	6
The Business Problem	7
Open Questions	8
The Questionnaire	8
About the Business Owner	8
About the Business	8
About the Issues	8
Work Cited	10

Executive Overview

The project presented is a prototype of a web application for Mr. Mohammed Zahid Hussain and his travel agency, Voyages Zawss, located in Montreal. It is a business that offers traveling services for clients looking to travel, whether it may be to book a flight, rent a hotel room for a stay, or plan a quote for a trip.

For this deliverable, information gathering about our client and their business was the main objective. We were able to examine the business environment and where our client was located in the grand scheme of it. We also researched the industry of the business, informing us about its operations, processes, and the market that englobes it. The competition includes other travel agencies like Voyages Forum Travel and Canadian Top Travel for example.

Our client Muhammad Zahid Hussain and his company are business-to-client (B2C) oriented since his business provides a service to process customers' request for traveling, which would be the creation of quotes for any plans, processing payments, and giving out instructions. As of now, our client has a very inefficient way to do said processes: Collecting information through messaging and doing back-and-forths with the customers.

About

Description Of The Business Domain

As a travel agency, this domain offers tickets to its clients at various prices depending on multiple factors, such as destinations, routes, etc. This type of service is already available here in Montreal and impacts the competition of said service. Clientele prefers reputable agencies with utilities that are efficient, and that comes with great customer support, which makes small businesses such as Mr. Hussain's harder to stand out. However, as a customer-loving and caring owner, Mr. Hussain strives to make his clientele happy.

An important factor to keep into account is the fact that *Customers are connected to the Internet..., which [is] prominently used to search for the best travel agency near them. In order to capture this customer base, travel agencies spend excessively to boost their online presence and become more credible in the eyes of these users. However, while doing so, an agency may fail to maintain its online credibility, particularly with respect to its website.* (Indifi Business Blogs)

Description Of The Business Environment

Our client, Mr. Hussain, currently owns a website (web application) that is barely functional. As of now, it contains only information and showcases of travel locations. There are multiple problems throughout his current web application such as navigational buttons not working, users cannot book any flight, or send messages, etc. This lack of essential functionalities impacts both him and potential customers negatively. Having an unfinished web application completely removes the possibilities of any online actions, reduces the appeal of customers to the travel agency, and as a whole diminishes professionalism impacting the business.

They are located at 657 Boulevard Cure-Labelle, Suite 210, Laval. The location is not very visible from the street, as it is located inside a building, and is hard to find, which could be a reason why Mr. Hussain's business is not very well known. The building in itself is also shared by many other random businesses that would take away the eyes of potential customers.

In contrast, other major travel agencies, such as *American Express* and *Expedia*, have functional user-friendly web applications, better customer services, and more media presence (Advertising, social media) which in turn would be factors to their good reputation. Clients would rather turn to these reputable companies instead.

Description Of Our Client

Our client, Mr. Zahid Hussain, owns the travel agency called Voyages Zawss Travel & Tours (<http://voyageszawssstravel.ca/>). His agency has two employees and they currently do most of their tasks through emails, Microsoft Word, and Microsoft Excel.

The client and his employees are familiar with Windows OS. Mr. Hussain is not tech savvy but knows how to use some basic office software such as Word, Excel, etc. He also uses a software called [Sabre](#) to reserve flights that only travel agents have access to. Voyages Zawss only accepts payments through e-transfers as Mr. Hussain does not know how to process payments through credit/debit cards.

Mr. Zahid Hussain strives for the growth of the agency and knows the positive impacts brought by online applications for his company and its customers.

The Business Problem

Our project intends to solve the business problems of our client:

- The uncompleted web application of the agency
 - This includes not functioning page navigation, missing pages, placeholder reviews, placeholder social media, etc.
 - Lack of the offered services
 - Lack of information input for said services
- There is no response returned to customers
- There is no online payment process nor basic purchasing methods
- There is no ability to gather leads for marketing with proper consent.
 - An example of this may be requesting an email for promotions at checkout.
 - In need of a search engine optimization (*SEO*)

The issue at hand for our client's business is their web application itself. The application has many issues mostly due to the fact that it is yet to be completed. As of this moment, the web application only has the front-end (User Interface) part started which contains a lot of placeholders that seem to be from a web application creation tool or a template found online. As for the back-end and any functionality (Booking, payment, etc.), they are pretty much non-existent, making it just a plain regular website.

For this, **Mr. Hussain gave us access and permission to use the domain and hosting place of the current website for creating a new one.** We will also make a backup of the current version of the site before pushing any of our creations or remakes.

Open Questions

The client wants us to let his web application's users be able to create an account and to be able to purchase a ticket. We need a better means of payment because the client uses e-transfer with his customers, so we have to make another means of payment which is more secure than the one he uses currently. We would also like to know the number of people that the client receives per day.

The Questionnaire

About the Business Owner

- When did you start this business?

About the Business

- What are the prices for the different trip plans sold?
- How many customers does the business get? (busy season, calm season)
- Where do most of your customers travel to?
- Other than Sabre, what other software do you currently use?
- Who are your competitors and how do they affect your business?
- Why do people book tickets from you and not directly through an airline website?
- What kind of information about your clients do you want to record?
- How did covid-19 affect the business?
- What happens during commemorative dates?

About the Issues

- What kind of features do you need on your website?
- What kind of API for purchasing is needed? (One with fixed price or google's pay per visits prices)

Work Cited

- Indifi Business Blogs. "5 Major Operational Challenges for Travel Agencies and How to Manage ThemIndifi Business Blogs." Indifi Technologies, 28 December 2019, <https://www.indifi.com/blog/5-major-operational-challenges-for-travel-agencies-and-how-to-manage-them/>. Accessed 17 September 2022.