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# Final Report - pWESDE

Project: Novatrip website



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TUTORS: C.EVAIN – G.MOREAU

## Novatrip's Project

### Novatrip's Project Summary

The project's results stand in the brand-new Novatrip website.

The principle of Novatrip is to enable foreigners to create their own travels in Europe, by establishing what the customer wants, sending it to travel agents and letting the agents propose a quote for the travel. This way, customers get in touch with local guides, who have a better knowledge of cultural aspects of the visited country than travel agencies from the customer's country.

We were not asked to do all the graphic aspect of the website: Antoine took and will take care of that.

After the first meetings with the project supervisors we made a list of all the questions we encountered while thinking of the project, in order to have a precise idea of what we were asked to do. Once Antoine answered these questions, even if he hadn't thought about every one of them himself, we started to create the Mock Up for the website.

This very step raised a lot of new questions, about how the Novatrip team wanted each page and also functionality that hadn't be thought but appeared while creating models to be really useful. As an example, the search bar in order to find a pre-made trip had not be thought about before the creation of the Mock Up.

Once the tutors and the Novatrip team validated the Mock Up, we had to choose if we were going to use the CMS Wordpress as it was suggested by Antoine or a framework like Symphony. After a meeting with Guillaume Moreau, we finally chose to work with Wordpress.

### Novatrip's Project Results

As a result we now have the Novatrip website beta version.

On the main page, we find the spirit of Novatrip: a form to be filled step by step where you may, be using clickable maps and filling forms, create your dream travel.

But you are not all by yourself! You may try to find some inspirations: there are propositions for pre-made trips, details about the locations and so on.

By clicking on the travels inspirations, you will find some random trips, and there is also search bars and checkboxes, if you want to filter the pre-made trips. Moreover, if a relative has seen a great trip and told you about it, by simply typing a part of his title, you are able to find the very trip thanks to the auto-completion. Furthermore, if you have an account and if you are logged-in, you have the possibility to add as favorite every trip you are interested in, and consult them in your Account page. It is quite the same for the Local guides, on the page you are able to research guides by country or languages, and there is also a suggestions of the best-graded guides.

Concerning the quote, once a user has submitted the main page form, a mail with all the information is sent to the guide he has chosen, and the guide has now to upload a quote for the user. The user can access the quote on his account page, and choose to decline it, to ask questions to the guide about it, or to accept the quote. The acceptance has not been done yet since Novatrip has not yet chosen the payment solution. All of these choices will send a mail to the guide informing him what the user is doing.

There are also obviously pages about the concept, the Novatrip team, and a contact page.

## Novatrip's Project Outline

**Organisation's name and address:** Novatrip, 8 rue du fleuve Amourn, 44000 Carquefou

**Tel number and email:** cecile.pellat@gmail.com

**Description:** 2 (Cécile Pellat et Antoine Julien)

**Field of activity:** Internet Intermediary between travellers and local agency.

**Name of the supervisor within the partner organisation:** Cecile Pellat

**Name of students:** Alexandre Maille, Erwan Briand and Cyril Maugard

### Objectives: webs application development for Novatrip.

- Define the architecture of the website and find all of the functionalities which have to be implemented.
- Create a responsive website according to the partner organisation's specs (only the functional part of the site and not the graphic aspect)

### Project Articulation:

Specs were defined during the first meeting with our supervisors, and adapted by us during the project.

Creation of Internet site:

Defining the web pages (text and illustrations), the tree structure (arborescence), and the links;

Creating a Mock Up and make it validate by our supervisors;

Defining the technical specifications of the web application;

Developing the site and choosing WordPress as a CMS;

Studying the way WordPress is working and how it can be adapt for non-blog features;

Capturing addresses of the website clients;

Complying with the IT legal issues (cookies...);

Checking the scalability of our web application;

Adapting SVG maps to create clickable maps allowing the user to choose some areas;

Developing an auto-complete search feature using plug-in algorithms;

Adapting the WordPress database for user information and pages classification, including Meta data;

Adapting the WordPress comments feature to rate agents and deal with the specs;

Making the insertion of new content and the maintainability of the site the easiest as possible.

### Schedule and intermediary objectives (for the 2 meetings with your tutor):

Obj of the 1st meeting:

- Defining web site specs;
- Defining page content, arborescence and links;
- Creating a Mock Up.

Obj of the 2nd meeting:

- Make a choice between WordPress and a PHP framework;
- Develop the functional part of the site.

## 1<sup>st</sup> Minute with C. Evain 11/02/2014:

We began the meeting by defining precisely the project and the concept of the company.

Mrs Evain gave us advice:

- look at similar platforms,
- ask our partner about previous market surveys,
- ask and think about the contractual agreement with trip agencies.

She told us to deeply think about how far we want to go in marketing aspects. Maybe can we think to go to see directly agencies to have an idea of how they are interested in that concept?

Our technical tutor is Guillaume Moreau.

## 2<sup>nd</sup> Minute with C. Evain 12/03/2014:

We have presented our progress on the project and the different questions that we've raised. We have presented the website structure and then sent to both our tutors the website mockup.

Christine Evain suggested us to conduct some survey in order to know better the feelings of different people about the Novatrip principle. We now have to decide what type of survey we are going to do: if the survey will be mainly based on open questions or very precise questions.