Criterion A: Planning

Word count excluding the success criteria: 390

<u>Defining the problem</u>

My client, Mr. Siegel, is the managing director of a golf travel agency based in Thailand called Golfasian. His company organizes golf holidays across Asia. This involves arranging transportation, accommodation, and other bookings.

When interviewing him about any problems that can be solved through software solutions, he stated that currently, his company does not have a streamlined way for potential customers to create inquiries and easily customize their holidays. Usually, customers would call or email Golfasian requesting a trip with some preferences such as the destination, dates, and hotel rating. A Golfasian employee would then design the trips for the inquiry based on the preferences given. This trip would then be input into their internal quotation system, and the price would be given to the customer inquiring. [1]

This is a tedious process for several reasons that the client highlighted. Customers creating an inquiry are unaware of what information is required, which causes a lot of back and forth between the Golfasian representative and the customer, which is tedious and time-consuming for both the customer and Golfasian.[2] My client also believes that by allowing potential customers to be able to freely customize their trip based on an array of choices already provided, the more inquiries turn into confirmed bookings, and the higher the satisfaction of the customers at the end. [3]

<u>Rationale for Solution</u>

I decided to create a web program that can be accessed through the Golfasian website via a hyperlink. I decided to use a web program as it is easily accessible to potential customers of Golfasian because there is no need to download any additional software other than a browser. To do this, I will use HTML for the formatting of the web program as a form, CSS for the styling, PHP and Javascript for the logic, and I will use a MySQL server to store the inquiries that customers submitted. I will be using OOP, primarily with PHP, due to the complexity, the amount of interaction between the graphical user interface, and the functionality of the program. I will also be using Javascript in order to dynamically change certain elements of the web program without needing to refresh or change the webpage. I chose to use MySQL as opposed to other databases due to the ease of use, scalability, security provided through encryption, and the fact that it is relational.

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[1] Client at 1:25 - Appendix 1 - Initial Interview with Client
[2] Client at 2:03 - Appendix 1 - Initial Interview with Client
[3] Client at 3:59 - Appendix 1 - Initial Interview with Client

Criteria for Success

1. Creation and connection of any kind of database, in this case, MySQL, that stores all of the information that comes through from the web program.[4]

2. There will be a screen where users are required to enter their info along with preferences for their trip such as arrival and departure date, hotel standard, number of golfers, and number of non-golfers.[5]

3. On the next page, users should have the ability to select multiple destinations from all the available options.

4. Require the user to select the hotel and the golf preferences for each day.

5. On the next page, the selection of hotels and golf courses, provided by the client, must change based on the previous selection of the destinations and hotel rating.

6. The IP address of the user submitting the information should be converted into a country and logged (uploaded to database)

7. The date and time of the entry of when the information submitted must also be logged and stored in the database.

8. After the user submits, an email will all the information input will be sent to the user inputting their information and sent to an email to be used by Golfasian.

9. The information on the database should be able to be downloaded into an excel file.

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[4] "The information should be entered into the inquiry database retained indefinitely." Client at 5:57 - Appendix 1 - Initial Interview with Client
[5] Client at 3:15 - Appendix 1 - Initial Interview with Client