



COMPREHENSIVE TRAVEL PORTAL

CLIENT OVERVIEW

Founded in 2007 by avid travellers, our client provides an online travel planning portal, which combines planning tools with travel related content, so that travel enthusiasts could find inspiration, plan trips and book travel. Our client wanted to improve the online travel-planning experience for the customers of their portal. Our client also wanted to combine the features of an information repository, decision support tool, and a platform for travel related social networking , comparison shopping and booking; thereby making it an all-encompassing experience for the customers..

KEY REQUIREMENTS

- Achievement high performance benchmark: At least 1000 concurrent users and scalable up to 100,000 users within 12 months of commercial launch
- Achievement user acceptance benchmarks: Acceptance from 200 friendly and 1,000 external users in 2-3 months after beta launch
- Integration with numerous third party service providers – booking engine, review sites, hotel booking with leading providers in Europe& US for fetching real time information
- Achievement quick time-to-market: beta launch was expected in 5 months from project kick off
- Building a product for multiple browsers as well as legacy browsers (Safari, Mac, IE)
- High usability, which would keep users from going to competitive sites
- Ability to quickly retrieve CMS content without affecting the website performance was important, especially since the portal is content intensive
- Being a start up our client could not obtain review data, which is not readily available through conventional means. Data scraping from 4-5 travel sites to get the user review data was a challenge

KEY CONTRIBUTIONS

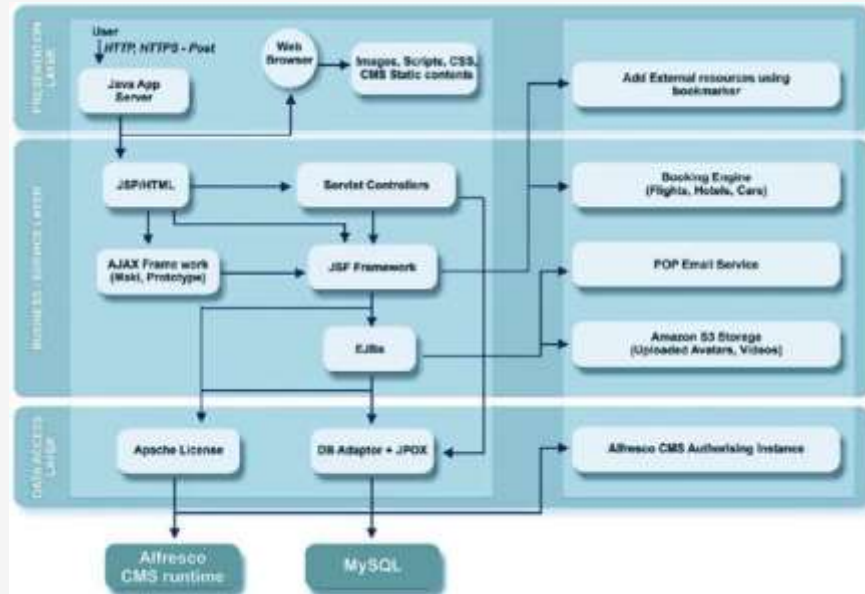
- Design and development of the framework around Alfresco API to be used in the various modules. Destination specific contents were maintained in the form of XML and managed using Alfresco CMS
- Generation of PDF with personalization information on the fly. This was fully designed and developed with the help of third party library. Xoriant development team implemented the mechanism to create custom PDF as per the required look and layout
- Development of a tool called as 'Inspiration Finder' which uses strong business intelligence to provide a one-stop service that eliminates the amount of research and planning users have to do to find their ideal vacation spot
- Development of a Bookmarker feature to save images, web pages, text and comments from throughout the web to personal trip folder. This was further revamped and rendered more interactive with maps and organizational tools
- Design and implementation of wizard based trip creation module which also allows user collaboration

KEY BENEFITS

- Aggressive product release dates were achieved through ownership based engagement by Xoriant team that complemented their technical excellence
- Xoriant's ability to understand start-up business model and delivery of beta helped client secure additional funding.
- 30% cost saved through design innovation in overall development, QA due to automated testing of few modules, by use of open source technologies.
- Addition of new functionality/features helped in providing seamless customer experience and increasing customer base

- Development of drag-drop planner widget which simplifies the organization and scheduling process. This widget became a powerful mapping and scheduling tool to organize and view saved items.

HIGH LEVEL ARCHITECTURE



TECHNOLOGY STACK

- JSF
- AJAX
- jMaki
- JSON
- Lucene
- JPOX
- Alfresco CMS
- 3rd Party: AMAZON S3, Booking engine, Social Bookmarking



About Xoriant:

Xoriant Corporation is a Product Development, Engineering and Consulting Services Company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 2000 software professionals. Xoriant has deep client relationships spanning over 25 years with various clients ranging from startups to Fortune 100 companies.