EE3079 E-Business Systems

Dr A Mousavi / Dr R De Coster

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Authors

Melanie De La Cruz 0819683

Yulanda Solomon 0911449

Kumail Khaki 0911449

Brian Adeniya 0520059

Tayeb Mohammed Melksari 0818977

Ikenna Onu 0908091

Report Responsibilities

Introduction / Ikenna Onu

History and Development / Melanie De La Cruz & Yulanda Solomon

Consumer Expectation Analysis / Brian Adeniya

Business Model / Kumail Khaki

Campusbreak Model / Kumail Khaki

Steps to Start a Business Website / Ikenna Onu (Technical) & Melanie De La Cruz (Design)

Strengths and Weaknesses of the Technical and Design Structure / Tayeb Mohammed Melksari

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1. Introduction

This report aims to illustrate and describe the online e-business "Campusbreak". The business development, business model, electronic process structure and the technical and design will assessed. Also, the strengths and weakness of the techniques adopted. This business is a website that gives customers the option to choose holidays and various packages. A user satisfaction survey will be conducted, an analysis of the results and then a final explicit conclusion to indicate the overall aim, objectives, achievements, strength and improvements if were to have more resources.

"We have one aim at CampusBreak.com- to provide students with the best booking a holiday experience." Also "Having the goal of giving student the best of both worlds by offering cheap holiday packages and the use of NUS card." "As a business our mission is to making booking a holiday an easy, and fun experience".

2. History and Development

2.1 What is CampusBreak?

CampusBreak is an Internet-based holiday company, owned by existing Brunel University students that offer discounts holidays for young men, and women at University. It is free to register with a valid NUS card. At campus break we have a search engine that searches a wide variety of holidays on a larger scale; however, we also offer a smaller range of holidays targeting couples, friends that consist of 5 people and big groups that consist of 10 people. That way, along with the NUS discount, students are able to get cheaper holidays by increasing the number of people in their group.

Along with these set deals, CampusBreak also provides a pick and mix holiday service where students can customise certain elements of the holiday such as flights, hotel, duration and number of people etc. That way, students can have tailored holidays that specifically suit their needs.

We aimed to create a vibrant, attractive website that is easy to navigate around all the main sections, but in order to understand its full functionality and benefit from the discounts, students will need:

- A valid student ID number.
- Valid NUS card.

As a business, we would hope that students would choose to use our company over its current competitors as our service is provided directly and personalised for them. As students ourselves, we know how difficult it is to find what we want at a reasonable price and that is our main motivation behind this business idea.

2.2 How was the idea developed?

Primarily, as students, we decided to create a business that targets students, as we are aware of our own needs and being at university, have access to a wide range of research that could be gathered from fellow students. We brainstormed the main student activities and interests at University and the ideas that we decided to take further were alcohol and holidays.

Our initial idea was an alcohol delivery service provided to students on campus 24/7 as we found that there was quite a demand for this, with the campus store closing relatively early and no near shops around that students could pop to on a last minute night out, or even in. However, the reason why this particular idea was not taken even further was due to complications such as licensing, and we didn't want to promote the idea that University is all about partying. Therefore, we went with the student holiday idea as this is a business that is targeted at, but separate from university that we believe many students would benefit from when the study terms are over.

With holidays, students in particular are always looking for discounts because as we all know, student loan does not last long and not many students

work/have a part time job whilst studying. Therefore by providing the pick and mix service and the holidays we find they can save money by increasing the number of people which can benefit, for example, students as part of societies at university who may plain to go on a trip together.

The pick and mix service alongside the set deals is great way of getting more students to choose our service as we've all had our own experiences, sometimes difficult experiences, of looking for holidays and end up clicking multiple web links and still not being able to find what we want. Therefore, the facilities we provide are designed to help solve this problem and hopefully enable students to find exactly what they are looking for with just a few simple clicks on one single website.

Additionally, students are always looking for places to go especially with the amount of assignments, exams and stress they have to face, so by providing this easy means of escape posed as the perfect idea for our business.

2.3 The Web-Based System

The web-based system is located at www.campusbreak.co.uk. The main features of the website include:

- Search facility: Enables users to search holidays on a wide scale
- Mix and match holidays: Slightly more tailored holidays enabling users to mix and match particular aspects of their holiday such as flights or hotel
- Deals: Set holidays that come as a package deal, non adjustable
- Student discount available for students with valid NUS card
- Free registration and log in facilities enabling the purchase of holidays

CampusBreak currently has many competitors in the holiday industry, however most are not particularly direct competitors. Some of which include other web-based (but also store based) well-established travel agents that serve a wide range of holidays at regular prices such as:

- Thomascook.co.uk
- Thompson.co.uk

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Also, slightly cheaper, less well known web-based travel agents such as:

- Statravel.co.uk
- Icelolly.com

The main advantage in comparison to these companies is that we have a more specified target audience, which can therefore be easily targeted and marketable. However, the main disadvantage would consequently be that the wider audience (i.e. those who are not students, or do not own a valid NUS card) would not be able to use our service, although this disadvantage would hopefully be overcome by the business created by the students. Also, although we intend to offer a range of holidays (from clubbing holidays to relaxing beach breaks), as our business is still developing, there are currently quit a limited number of destinations available in comparison to these established companies.

And finally, travel companies creating holiday packages and/or providing experiences particularly tailored to young people such as:

- Club18-30.com
- Studentflight.co.uk
- Iamstudent.co.uk

We would consider the above to be our nearest competitors. Club 18-30's in particular, is a similar business from which we gained part of our inspiration from, from the vibrant, attractive design of the website, to the range of facilities it provides. However one thing we chose not to on is the use of Club reps and continuing the experience once at the location and throughout the holiday, which is something that this business in particular has a very well established history of in the holiday trade, and as a new business would be quite difficult to compete against. We could however, possibly develop this idea into something similar once our own business has built a reputation to stand on.

Instead, we wanted to focus on one particular USP that would differ Campusbreak from its current established competitors, which after some thorough research and brainstorming, decided that the simple use of a valid NUS card i.e. Student discount, similar to that provided in retail stores would be our means of advertising and identifying that our customers are verified to use the site. Our main goal would be to provide students with the best holiday booking experience. Therefore creating a new, efficient and justifiable way of providing discounted holidays for students.

Also, we wanted to provide a wide range of holidays (not solely clubbing holidays), and deliver various ways of searching for those holidays that may benefit different types of people such as those merely browsing, and those with particular requirements in mind. This is how we intend to target a new, slightly different market to current competitors.

2.4 The NUS Card

This will be the 'key' that allows users to register and make the most out of the facilities at CampusBreak. As a business, we would have to negotiate some sort of deal with the NUS company that allows us to unite their status as a student discount company, with our student holidays business.

2.5 The Business Life Cycle

As CampusBreak has just been launched, it is therefore a very new business, and currently, does not have much of a history to date. We have completed the research and development stages of the idea and the website, and would now be in the growth stage of the business life cycle. However, as it is a relatively new approach to travel agents, we would need to keep a close watch to customers' responses to the business in order to analyse its success, as there are already a number of well established competitors that we would need to compete against in order to move further into the maturity stage.

3. Business Model Analysis

A business model is understood to entail the architecture for the product, services and information flows. A business model includes a description of the various business actors and their roles, another definition for a business model is that if the description of the potential benefits for the various different business actors and a description of the sources of revenues.

Identifying architectures for a business model has a systematic approach that is broken down into two categories, these are; value chain de-construction and a value chain re-construction.

The value chain de-construction is to do with distinguishing different elements of the business, those elements are; inbound logistics, marketing, sales, service, supporting the technological developments, human resource management and the corporate infrastructure. The primary elements from the above stated are; inbound logistics, marketing, sales and services.

Value chain re-construction consists of the integration of information processing across a number of steps of the value chain. The combination is of the value chain elements as stated in the de-construction step.

A systematic approach is taken in order to obtain a number of different business models. The approach has been implemented solely by observing businesses over the Internet. The approach is as follows:

- Information and communication technology enables a wide range of business models;
- The capability of the state of the art technology is just one criterion in model selection;
- Technology in itself provides no guidelines for selecting a model in commercial terms;

- Guidance to technological development can come from the defining of new models;
- Many of the conceivable models have not yet been experimented with, commercially.

3.2 E-Business Models:

E-Shop – Traditional brick and mortar retailers use the web to further advertise and promote their business as well as the products and services they offer. This is done to the extent where customers are able to purchase the various products or services by the click or push of a button. Many customers favour this approach as it relieves them of the troubles that surround shopping which are traffic, parking fees and congestion within shops. E-shops further better their chances of sales online by having web exclusive offers.

E-Auctions – Similar to traditional auctioning. Provides customers with more comfort and information on each product. Bidding mechanisms are used to secure a purchase of a product. Most e-auctions only accept money for goods, though a few e-auction sites do allow exchange of products. E-auction websites appeal mainly to enthusiasts and collectors with a high level of expertise in the area. Accuracy of information on a specific item is therefore necessary. An online bidding system is where the revenue is generated. Security is high as it is vital so that authenticated individuals only access personal information and financial details. E-auction websites are welcoming to both, buyers and sellers. Therefore, the way in which the website generates a revenue is by charging commission over every transaction that is processed through the website. This would mean that the e-auction site would receive an agreed percentage of any sold items value.

E-Mall – A collection of E-Shops, which is usually under one single umbrella company/website. Benefits of an e-mall are sought through advertising space on their site. Another way is by charging the e-shops on every sale or a collection of sales made during a day, through the e-mall website. The most common way of generating a revenue is by having one check out section on the e-mall website that links all the e-shops.

E-Content Provider – These sites are a collection of information-based websites. They contain detailed and critical information with regards to products, services, communities, fans, politics, religion and scientific forums. Some online content providers may provide their research and opinions free of charge. Others sites generate revenue by charging subscription fees, keep spaces for advertising or obtain commission for hits on provided links.

E-Financial Services – Concentrates on customer oriented banking, investments and financial services. The development of e-financial services was a great and quite revolutionary change. Customers expect to have access to financial services at any time regardless of their physical location. There are financial companies that are based solely online and offer the same services that which any other traditional bank would, bar having a branch on your local high street. E-financial services also cover websites that are created for online investments. An customer of an online investment company would expect the following services to be catered for by the website of the company; investment strategies, invest decisions, finance planning, trade execution, portfolio servicing and performance management.

E-Entertainment – These include websites that offer customers with services such as; radios, betting, dating, music, games and/or downloadable files. Revenue is generated by subscription fees, one off payments for a specific product or service and commissions on betting services, as well as offering advertising space on the website for a nominal fee.

Value Chain Integrators (VCI) – This business approach is the one that specifically cuts out the middleman when it comes to a customer purchasing a product or a service. VCI's are often websites like travel agencies that design package holidays for a consumer; provide special offers on accommodation, and recreational services by negotiating prices with the service providers. Therefore, saving the customer from finding the cheapest deal by calling the various different companies that are linked to the service providers. Revenues for such a company is obtained by charging for added value products, commissions from product suppliers and possibly customer subscription fees for specialised services.

3.3 The Industry:

The travel and tourism industry is considered to be one of the worlds largest industries, along with being one of the most fragmented industries. In order to analyse the industry it is necessary to look at the two different ingredients within the industry, which are the travel industry and the tourism industry. The travel industry can be broken down into the following categories:

- Distributors – Travel agents and travel suppliers. There has been an increase in the use of the web in order to sell the services to consumers directly. This has almost wiped out the traditional high street travel agents. There are also a number of call centres that handle customer services.
- Regulatory Bodies – The two organisations that have been set up solely to oversee the movements and progress within the industry. These are; the Association of British Travel Agents (ABTA) and the Civil Aviation Authority (CAA).
- Public sector organisations – These organisations have responsibilities toward the industry. The organisations are; the Department for Transport (DfT), Department for Culture, Media & Sport (DCMS), Foreign and Commonwealth Office (FCO).
- Transport – There are four main mediums for travel, these are; Road, Air, Sea & Rail.
- Other industry players – Car hire companies and insurance firms are additional players within the travel industry. Insurers provide cover for goods, services and the consumers. Car hire companies provide an additional service toward the customer whilst being on their travels.

The tourism industry can be broken down into the following categories:

- Accommodation – Hotels, villas, apartments, bed and breakfasts and camping parks.
- Tour operators & Distributors – Tour operators offer packages of travel tours to popular locations. They offer these services to individual consumers and business consumers. In the British tourism industry there are four dominant firms which are; Thomson Travel, First Choice, My Travel and Thomas Cook. These firms are versatile as they operate in more than one level within the market.

The distributors make up the business and leisure travel agents and they vary between large, well known agencies and small, independent agencies.

- Tourism agencies – there are a number of tourist board and offices that work toward promoting tourism within a specific country or a region within the country. Examples of these sort of agencies are; VISIT BRITAIN (Promoting travel to overseas customers), VISIT NORTHUMBRIA (Promoting travel to domestic and overseas customers to a specific region, within Britain). Tourist information centres are available for customers who are on their travels for emergency purposes.

4. CampusBreak Model:

CampusBreak is a website designed to appeal to students. The target market is therefore a college/university student. The company is based solely online over the Internet. Marketing of the company would be vital, as well as the attractiveness of the services offered by CampusBreak. The marketing structure is based on advertising endlessly in and around campus'.

CampusBreak has found a way into the market by encouraging travellers to travel in groups as it inevitably works out to be cheaper, as well as the fun factor involved by travelling with a big group of friends, all the memories... There is an added comfort for customers because CampusBreak are able to sort out all activities that a customer may wish to do whilst on their travels. CampusBreak create a package that would give a customer piece of mind when travelling.

The business strategy that CampusBreak has implemented is such that an affiliation between a service provider and CampusBreak must be created in order to add as much value for less as possible. Service providers include; airline companies that fly within Europe, hotels, villas, cottages, lodges in the countries that CampusBreak travel to and companies that offer extra activities that would interest the travellers.

Creating affiliation with recognised service providers can work to benefit the company as this would attract customers and give them reason to believe that CampusBreak are a company that offer the best for the least.

The way in which CampusBreak generates revenue is by claiming a commission from the service provider when a sale is made. The fact that CampusBreak is more prone to making a larger sale would encourage service providers to offer excellent commission rates. CampusBreak is also advertising service providers on their website, this is also a potential revenue generator.

CampusBreak have recently been established and after assessing the progress and the future of the business, it is inevitable that the company will progress and innovate as time goes by. Therefore, the life cycle business model is the best-suited approach. The image below shows the life cycle.
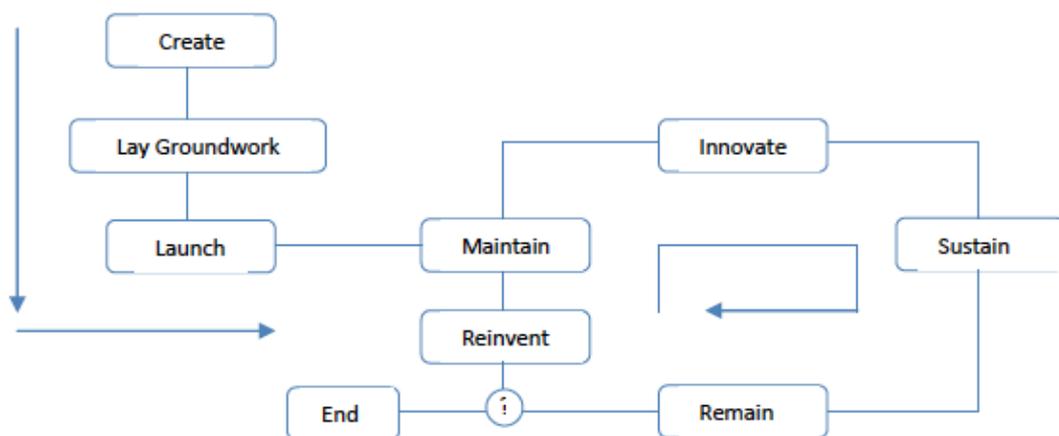
5. Steps to start a business website:

- We choose a domain name of www.campusbreak.co.uk

- Software choose for designing of the website, we choose to use plain HTML, CSS JavaScript.
- Testing the website is as important as creating the website, so we tested on major browsers, such as firefox, Internet explorer, Safari, chrome and opera.
  Additionally, we as a group would love to have full control of our website. So we tested it on a website application on www.broswershots.org where its tested on all possible web browsers. We also intended to test our website for any malware on www.unmaskparasites.com from time to time.
- We've currently hosted our site on www.litedesigns.co.uk/group/ paying £30 per year.
- A common question came to us "How do we get students to be aware of our website" so we decided to us SEO (Search Engine Optimization) we submitted our website link to search engine for a fee. Search engines such as
  - www.Business.com
  - Submit to Google
  - Submit to Yahoo
  - Submit to Bling
  - Yahoo directory
  With a strong a keyword search, our business site can be noticed.

5.1 Programming Structure:

Campus break is a website business, after checking availability and suggestion of a DNS name on WWW.ukreg.com, we decided to register the business website under the unique name of www.campusbreak.co.uk for a fee of £5.90 per 2 years. The website has various interactive picture to clarify the aim of the website and steps for a progressive holiday booking.

Different software package where used Photoshop, adobe illustrator.

The website homepage gives a welcome feel into out business, the main functionality was made using different scripting languages such as CSS, HMTL, XML and PHP scripting. We have used HTML and CSS designing the main pages and we have used PHP for the head and footer for a dynamic website,

which helped us modify the repetitive content such as the logo menu and the footer links and etc.… The website has been tested in popular browsers such as chrome 9- 10, Firefox 3-10, internet explorer 9, opera 11, safari 5.1 and has been tested with the operating systems such as Mac OS X, Linux and windows. We have used the various scripting language listed above to bring together the creation of a very successful website.
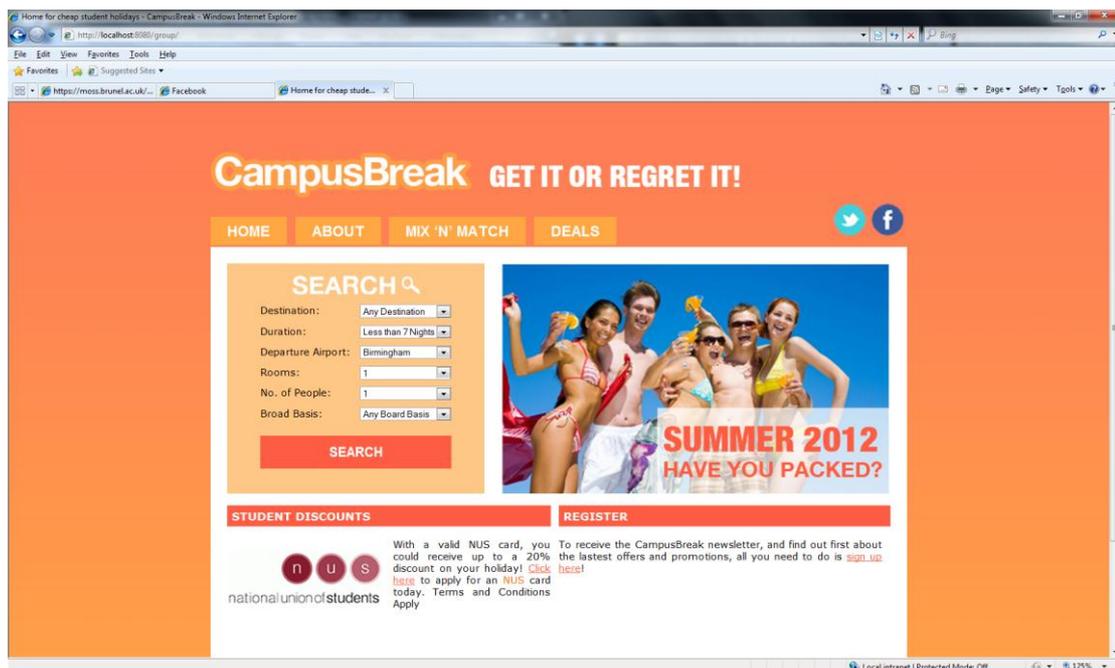
By accessing www.campusbreak.co.uk the website homepage presents a search facility for searching holidays with different fields such as destination, duration of holiday, departure airport and number of rooms. This shows the user we can offer there expected holiday.

A student discount of 20% with NUS card gives the students the urge to book a holiday with us, also a link to give them the option of registering for an NUS card. The website provides a page for registering students with the following fields Name, email, password and NUS card Number. Which leads our clients to the login page, where their membership is validated by the email and password validation.

5.2 Architecture

Campus break is a web-based business, we have a very diverse holiday package and it gets updated with new holiday packages. As we aim to be a big business, we expect to have a high number of register students. We have designed a plan to operate a scalable system for clients.

As a new business we have high aims to provide the best services to our clients, we intend to provide reliable services and holidays available through the website, we intend on doing this by investigating the flaws of our website and improve on the design. The information handled by the website will be handled by a set of database services. Based on our review we have decided to employ a separate database company to handle our customer information.

Based on our research we decided to employ the company called "ipage" the are one of the best database hosting companies, we paying a premium of $3.50 a month for unlimited disk space and unlimited bandwidth. There duty as a database company is to design a server system to aggregate information from our many clients. We will provide a high level of web- activities and also management of client.

It is our duty to provide the right holiday for student relative to their specific interest and requirement. When a user of the website searches for a holiday according to their specification, we intend to lead them to the right holiday package for them. We hope to be experienced in the e-commerce sector in a few years, to provide the best holiday package that work seamlessly so we can offer service to larger group of clients. We aim to offer secure services, which are supported by the programming back end also to ensure management of information.

5.3 Security

Registration / Login / payment

Campusbreak provide a facility where clients register and that gives them the ability to login to our website eventually after choosing the perfect holiday, the payment process. Further down we discuss the security architecture for a safe Internet browsing. As an e-commerce website, it is our duty to provide

safe and secure pages that customers can shop for holidays safely. It is also our loyalty to our customers that we protect their details.
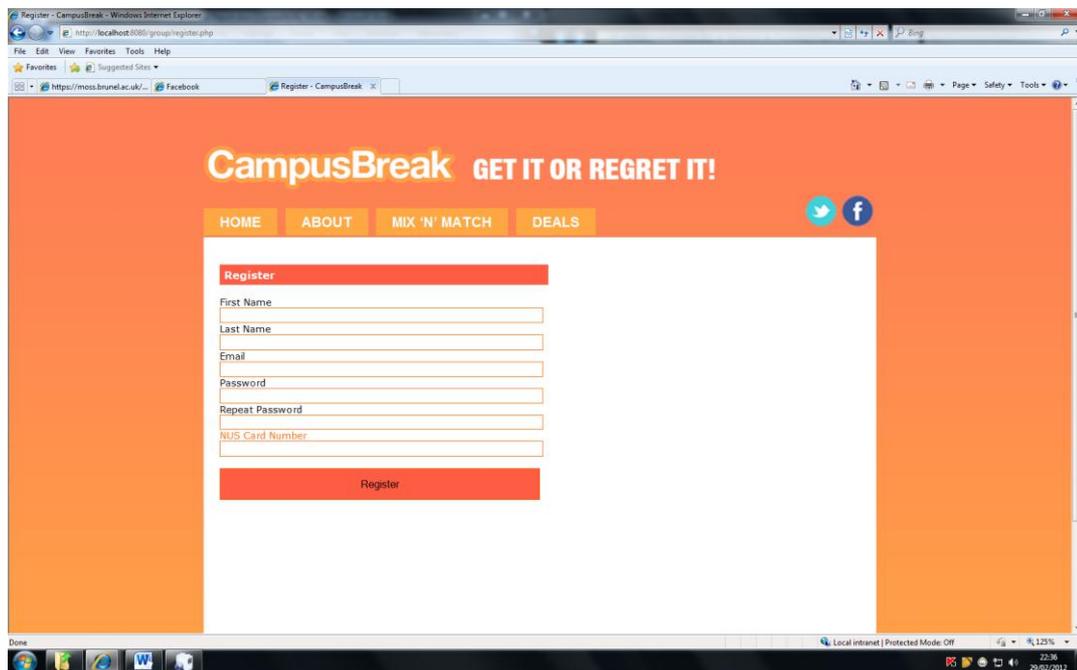
Our clients will enter their personal details knowing there information's are secure. They shop knowing there are in a secure environment where there is no form of risk fraudulent activity. To provide security to the user we decide to employ the use of SSL (Secure Socket Layer), which is an encryption protocol. This provides a secure login encryption. Also payment of the holiday involves credit card transaction, we intend to use this to form of security for card payments over the Internet.
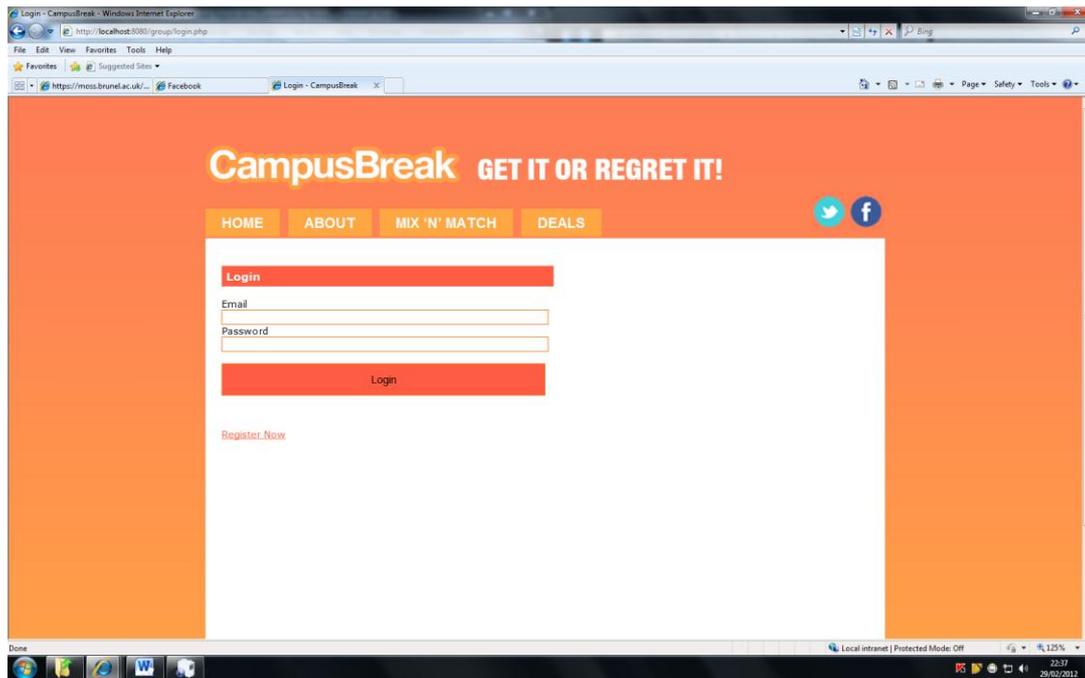
5.4 Design

Layout

A simple design layout was used, with tabbed pages as this increases the site's usability. The logo and navigation is shown consistently throughout the website, at the top of the page so the user is always reminded of the website. A horizontal navigation system was used as it is found from research into User Interface Design ('User Interface Design and Evaluation by Stone, Deborah L and Open University 2005') that users find this easier to use, with the facebook and twitter sharing facilities available to increase awareness to people that may not even be visiting the website. The pages were kept clean and simple in order to keep with the theme. A similar layout to the Club 18-30s website as this was our inspiration, however it slightly differed as our content differed.

Colour

As with other student holiday websites such as www.iamstudent.co.uk, we decided to use brighter colours as we are targeting a younger audience, as opposed to other holiday companies' websites such as Thomas Cook, which

are often quite plain. Colours in the range of red/orange/yellow were used along with white, as these colours may represent warmth and the sun, and in turn what most people would relate to in terms of holidays. A gradient was used in order for the background to not be so strong to the eye, yet also makes a nice sunset effect. The vibrant colour aims to attract students to the website.

Typography

A sans serif font (Helvetica light and bold) was used as it is very simple, in keeping with the clean theme, and is also very easily readable. The font was kept consistent throughout the website, with larger sizes used for titles to emphasis what certain content is about.

Content

Content was kept uncluttered and also placed carefully in line with the layout to ensure users do not get confused and distracted whilst browsing the website. It was also broken down into digestible sections to create further ease of use. ('Web site usability : a designer's guide / Jared M. Spool [et al.].'   )

Graphics

Holiday pictures were used throughout the website as a means of advertising what the company offers. This adds to the whole aesthetics of the website, and aids potential customers can see what is available to purchase, which should hopefully attract more business. Text was used in front of pictures as this adds a texture and depth to the graphics. They were placed carefully throughout the website in order to enhance, not distract from the content.

6. Strengths and Weaknesses of the Technical and Design structure

The main strengths of our site are the design and the combination of the holiday packages we provide for students like no other competitor does. In 5 simple steps our customers can search for their dream holiday and book it with a few clicks away.

The design of our site is very direct and easy to follow, by entering our home page you are provided with a simple search engine form which gives you the ability to select the destination, duration of stay, departure airport, etc... and by clicking search you will be directed to the mix 'n' match page where you will be provided with available packages at different dates and accommodation. Our site is not flooded with too much text and information. We have carefully selected text that help the students find their holiday in and efficient manner. The colours and pictures chosen are very warm and match the purpose of our site and attract visitors.

From the development perspective we have chosen to develop the site in PHP programming language as it makes the site dynamic and expandable for future developments. We have also used CCS2.0 and HTML 4m which are supported by widely used modern browsers.

The main weakness of the system is for students that do not own a NUS card. Of course they can register on the www.nus.org.uk , however, for them to receive their NUS card it will take time and by then they might lose the holiday package the desired to go on. We chose to allow only valid NUS card holders because we will have a link direct link with NUS to validate the legitimacy of the student.

There are other methods such as university/college emails but there is no way to verify the user is not using someone else's email. Even with email verification link, where the user is required to login to their email and click on a activation link; some ex-students may be able to login to their university /college even after leaving their education institution or even login to someone else's email address. Other than NUS verification, there is no electronic way to verify whether they are students

7. Consumer Expectation Analysis

Customer Expectation Analysis

Our group decision was to base our business on a common standing amongst everyone in the group. This common trait we all shared was being a student. Being University students gave us the privilege of understanding our target market and access to great resources that would give us insight into our potential consumers.

The success of our Product and Service depends not only on whether it meets the customers' expectations, but also on how it compares with other organizations products & services.

Before creating a product we must understand what differentiates our idea from others and understand the needs of the students. By understanding our target market we can develop a strategic plan to create a market niche and develop our customer base.

Information gathered from a simple survey along with the development of the internal business processes can lead to us gaining a competitive advantage in the market. Understanding the customer and their reactions to the environment will prolong the life of the relationship between our company and our customers. Even though we are students a gap may be present between what customers expect and what we presume they expect. This often

happens because companies overlook or do not fully understand customer's perceptions.

A survey will be developed which will gather information on customer expectations and needs. This will prevent us wasting time in areas we may not need to cover and will better help us align strategies of penetration with our target's needs.

The ultimate goal is to determine how to effectively use client desires, set adequate tactics to fulfil them and come out the victor from the competitive game.

A company that adeptly determines customer expectations is more likely to come up with products and services that meet clients' needs and wants. High customer satisfaction rates typically translate into increased revenues, and the business may well be on its way to competitive glory.

By using a simple survey customer expectation can be translated to a Products & Services and technical attributes.

RESULTS

After 21 completed surveys the results from the survey show that the majority of the consensus would like to stay within Europe when thinking about travelling. Students showed a keen interest in the development for a student privileged travel online. Unlike the students who would like to travel outside Europe who expected a budget of more than £600, our Europe bound travellers generally expected a £200-£600 spend for a short vacation. With the majority having some form of previous travelling experience the general feel was that Good weather, Cost and hotel quality was the most important. Even though food and Activities was less of an issue, all 21 individuals showed that a holiday would be empty without a night life. Few students that were surveyed used travel agents and those students contacted the website first before conversing with a telephone agent from the site. Students that had not previously travelled stated they would use a search engine. This would suggest that students are more prone to booking online maybe because of the

reliance on computers within educational establishments. Website authenticity, privacy of card details and lack of physical communication were at the top most concern of booking travel online.

## Summary of question 2
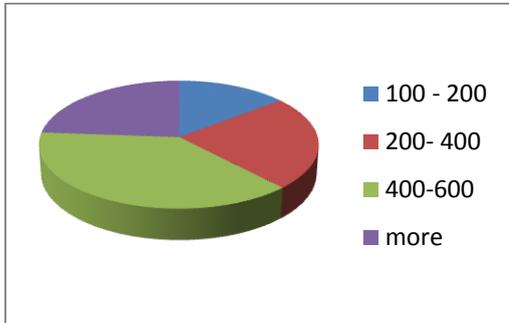
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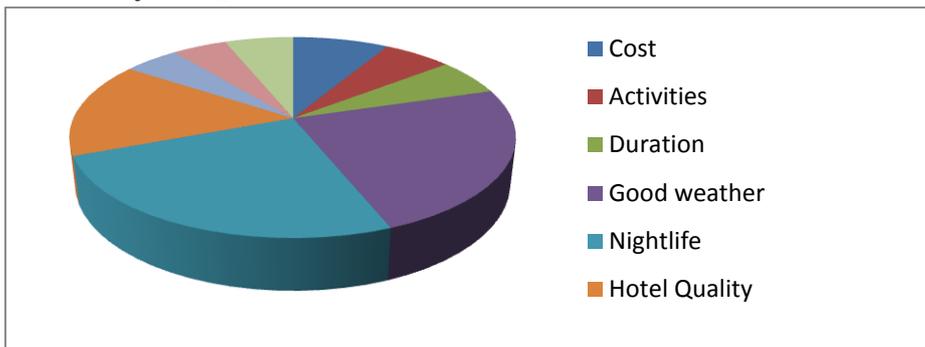

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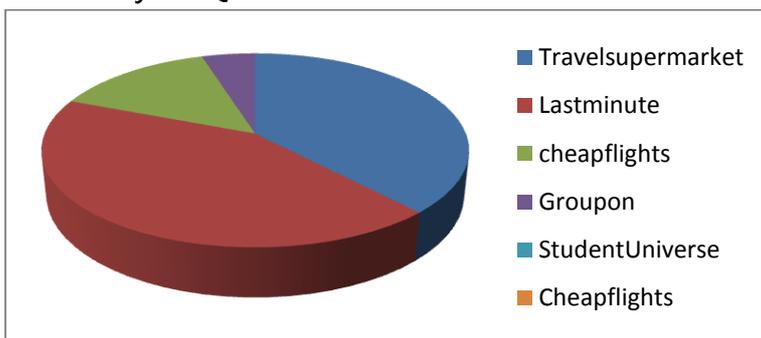
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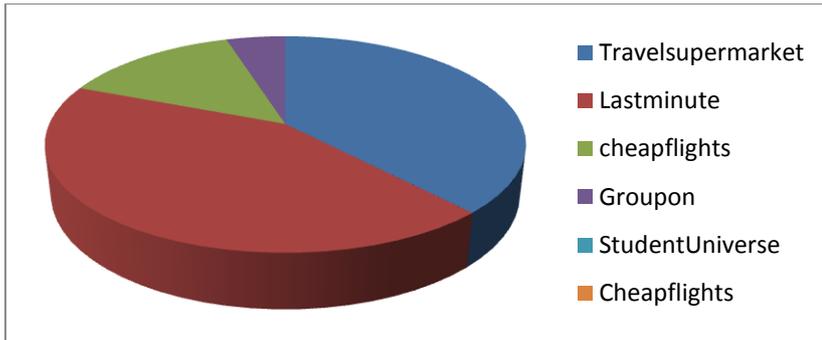
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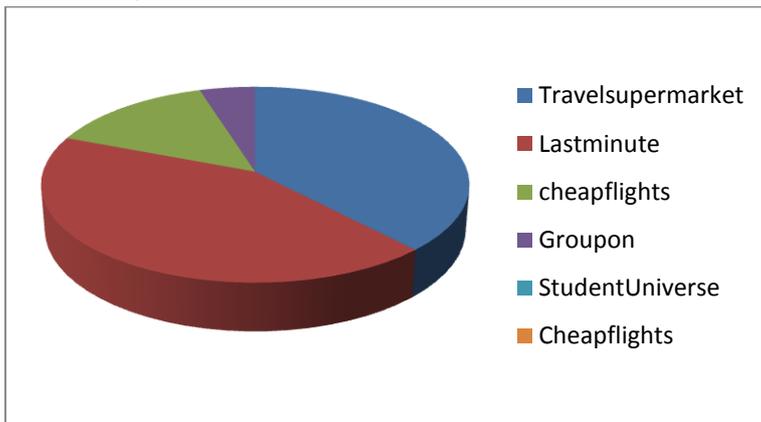
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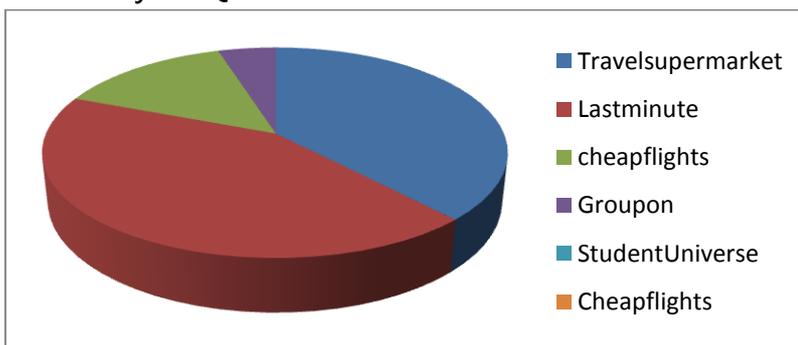
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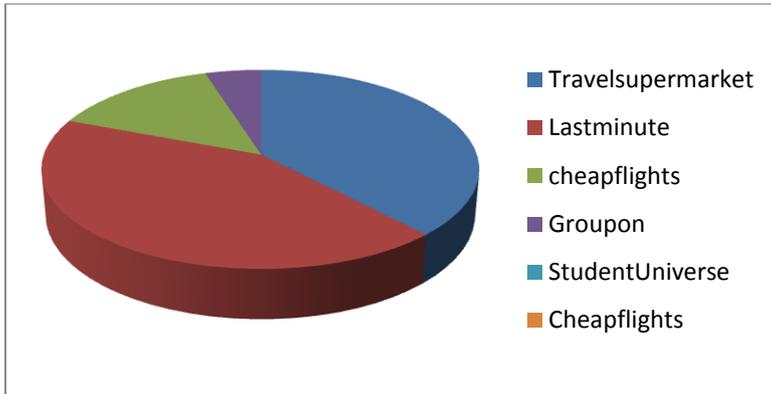
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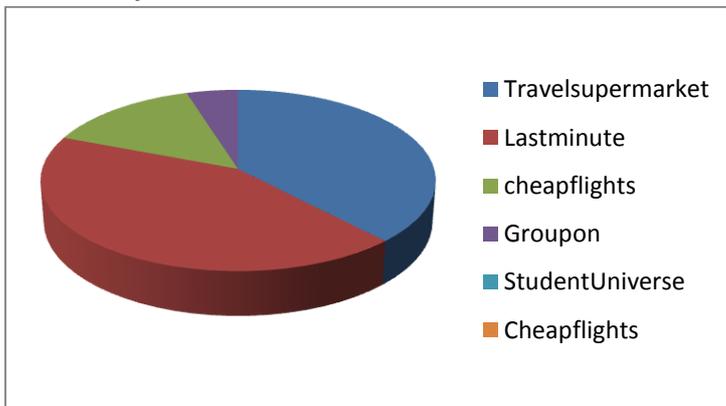
8. Conclusion

CampusBreak is a company that has just begun in a rather saturated market at the moment. The company needs time to establish itself and prove its success and reach its potential and beyond. In respect to the business model applied by CampusBreak, it is clear that the company has had a very good think about what it is they are offering and what they expect in return with regards to revenue generation. CampusBreak has indulged itself in the market, yet made it slightly different in terms of having a reserved approach to what they offer. Currently CampusBreak is only offering a limited amount of destinations and flights only. Thus, giving the company a lot of scope and opportunity for major innovation in the future.

As CampusBreak aims to provide the best holiday booking experience for students, the website was designed to be fun and vibrant in order to attract our target audience, whist still being simple and easy to use. We believe to have fulfilled these requirements so far in terms of use of colour, typography and layout, however there is always room for improvement. These could possibly be including more content on the site, which would increase the length of time and browsing on the site possibly leading to more purchases. More/improved graphics on the front-end side of the design, perhaps more defined interlinks between pages or a stricter method of verifying valid NUS/student cards to apply discounts.

We provides a secure holiday booking website which interacts with its databases to find the desired holiday package the user is searching for. The technologies we have used in the backend of the CampusBreak website allows future development and emerging features that can be added at any time, which helps the company stay up to date with the latest web technologies that can escalate the performance and productivity to deliver the user requirement efficiently. In future we will develop a mobile website and even applications for mobile devices such as IPhone, Android and etc... to help scale the usability of our system for a wide range of users.

9. Appendix

Customer Expectation Survey
Pleas Circle one of the following: Male   /   female

1. If you had up to 2weeks and could go anywhere in the world where would you go?

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2. How much would you expect to pay for such a trip?

    £100 –£200   £200-£400   £400-£600   More

3. Have you travelled before? Please circle

   YES   /   NO

   a. If 'YES' where and how much?

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4. State the four that is most importance to you when thinking about travelling?

   Cost   Activities   Duration   Good weather   Night Life
   Hotel quality Flight duration   Transportation   Types of food

5. Have you ever used the internet to book online flights before?

   a. If so what websites have you used?

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6. How did you find out about these websites?

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7. What are your concerns when buying online?

   Privacy of personal info   Card Safety   lack of physical communication
   Website authenticity   none

At Campus break we Aim to deliver cheap flights for student ONLY within predominantly in Europe. We guarantee best prices for the best holiday package deals.

8. If we could deliver on average a 2week holiday package in Europe with features stated in question 4 for under £600 per person would you be willing to partake in the opportunity?

YES   /   NO

9. We also offer group discounts with special offers specifically for students, would you be interested in this?

YES   /   NO

ADDITIONAL QUESTIONS

10. Which website would you say has been designed the best and why?

Travel Supermarket.com   Lastminute.com   StudentFlights.co.uk

Groupon.com   Student Universe.com   Cheapflights.co.uk

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11. Which is the most usable and why?

Travel Supermarket.com   Lastminute.com   StudentFlights.co.uk

Groupon.com   Student Universe.com   Cheapflights.co.uk

12. What site is the most informative?

Travel Supermarket.com   Lastminute.com   StudentFlights.co.uk

Groupon.com   Student Universe.com   Cheapflights.co.uk

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13. What website is most simple to use?

Travel Supermarket.com   Lastminute.com   StudentFlights.co.uk

Groupon.com   Student Universe.com   Cheapflights.co.uk

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14. Which website gives you the most confidence in secure payments and why?

Travel Supermarket.com   Lastminute.com   StudentFlights.co.uk

Groupon.com   Student Universe.com   Cheapflights.co.uk

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15. Which website most relates to you and why?

Travel Supermarket.com   Lastminute.com   StudentFlights.co.uk

Groupon.com   Student Universe.com   Cheapflights.co.uk

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