

EXPEDIENCY HEURISTIC IN TRAVEL AGENCY WEBPAGE

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A thesis submitted in partial fulfillment of the requirement for the award of the
Bachelor Of Computer Science (Software Engineering)

Faculty of Computer Systems & Software Engineering
Universiti Malaysia Pahang

MAY, 2011

PERPUSTAKAAN UNIVERSITI MALAYSIA PAHANG	
No. Perolehan 068673	No. Panggilan QA 76.76 A65 S64 2011 RS Bc.
Tarikh 30 NOV 2012	

ABSTRACT

Travel agency webpage plays an important role nowadays. Day by day there is an increase demand on travel for any purpose and of any duration. Human computer interaction is commonly implemented in travel agency webpage. Previously, weak human computer interaction is implemented in the travel agency webpage, SMAS Travels Sdn Bhd. That is why planning a trip could be time consuming and confusing. In this project, strong human computer interaction will be implemented. This implementation will overcome the problem of time wasting and the customer can carry out their work productively. Therefore, strong implementation of human computer interaction is required to develop an efficient travel agency webpage.

ABSTRAK

Laman web agensi pelancongan memainkan peranan yang penting pada hari ini. Hari demi hari permintaan terhadap aktiviti pelancongan kian meningkat untuk apa pun tujuan dan pada bila – bila masa. Elemen interaksi di antara manusia dan komputer kebiasaannya diterapkan dalam laman web agensi pelancongan. Sebelum ini, elemen interaksi di antara komputer dan manusia yang lemah diimplementasikan dalam laman web agensi pelancongan, SMAS Travels Sdn Bhd. Oleh sebab itu perjalanan yang dirancang memakan masa dan mengelirukan. Dalam projek ini, elemen interaksi di antara komputer dan manusia yang kuat akan diimplementasikan. Implementasi ini akan mengatasi masalah pembaziran masa dan pengguna dapat melaksanakan pekerjaan mereka secara produktif. Maka, implementasi interaksi di antara komputer dan manusia yang kuat diperlukan untuk membangunkan suatu laman web agensi pelancongan yang efisien.

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LIST OF SYMBOLS

- ITC - Israel Tour Connection**
- HCI - Human Computer Interaction**
- RAD - Rapid Application Development**
- HTML - Hypertext Markup Language**
- PHP - Hypertext Preprocessor**
- DFD - Data Flow Diagram**
- ERD - Entity Relationship Diagram**
- PK - Primary Key**

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Travel agency webpage plays an important role nowadays. Day by day there is an increase demand on travel for any purpose and of any duration. Previously, weak human computer interaction is implemented in the travel agency webpage, SMAS Travels Sdn Bhd. That is why planning a trip could be time consuming and confusing. In this project, strong human computer interaction will be implemented.

1.1.1 Project Overview

The main idea of travel agency webpage is to support customer so that they can carry out their activities productively and safety. Strong implementation of human computer interaction in the system improve safety, utility, effectiveness, efficiency, and usability of the system [1]. Customers get a lot of benefits if they are planning their trips using travel agency webpage. Using travel agency saves money as working relationships with travel suppliers and the latest in computer reservations technology enable them to access the most up-to-date information on how to get the customers the best value. The travel agency works for the customer and will do everything they can to meet their customer's travel needs.

This travel agency webpage is developed for SMAS Travels Sdn Bhd. The system is a web based system, easier to customer to use the application. The users of this system are the people (customer) all around the globe. This system enable the users register and login into the system, search and book the packages all over Malaysia, search the flights in Malaysia and join the mailing list in SMAS Travels Sdn Bhd [2].

1.2 Problem Statement

The need for the system arises as a result of the current system of SMAS Travels Sdn Bhd always changed. So a new effective system of travel agency webpage should be developed as it is proved that travel agency webpage hold an important role in daily life. Compared to their current travel agency webpage, the implementation of Human Computer Interaction is weak [2]. This makes people find that travel agency webpage is useless and not helping at all. With a new developed system, there is a hope that the system will implement strong Human Computer Interaction in the webpage. Managing the travel agency database to be more systematic is also one of the problems stated. This is because travel agency webpage dealt with many customers and the information stored are variety. Systematic databases are real important as it will ease the flow of the system and being very helpful when it comes to the customers' information.

1.3 Objectives

The objectives of the system developed are :

- i. To develop prototype travel agency webpage for SMAS Travels Sdn Bhd
- ii. To implement strong Human Computer Interaction in the webpage

1.4 Scope

The scope of the project are :

- i. SMAS Travels Sdn Bhd is a web based system that can be viewed by Google Chrome browser. The online application must be performed in order to run the system. Comparison will be made between the current SMAS Travels Sdn Bhd which is retrieved from August 8th 2010 with the new developed webpage of current SMAS Travels Sdn Bhd in PSM II. Users are the customers in which they can register and login, book the packages and search the flights in Malaysia.
- ii. Human computer interaction values where Jacob Nielsen Heuristic is used.

1.5 Thesis Organization

This thesis consists of six (6) chapters. All of this chapter will explain each part of the system. Chapter 1 will illustrate the brief introduction of the project. It includes project introduction, project overview, the problem statements, objectives and scope.

Chapter 2 will discuss on literature review that had been done while researching for the travel agency information. This chapter will also explain the comparison between the current travel agency systems and approach of hardware and software necessary that will be used during development.

Chapter 3 will discuss on methodology, flow of the system and the designs of the system proposed.

Chapter 4 will discuss on how the implementation occurs. This chapter will explain about the detailed designs and coding. There are some functions like message box, alert or warning which will make it become a complete system.

Chapter 5 will discuss on results and discussion about the travel agency webpage and the weakness of it. The results of questionnaires that had been done are also included. The result and recommendation of the system will be discussed for further research of the system.

Chapter 6 will discuss on conclusion of the travel agency webpage information that had been researched for a long time. The purpose of this chapter is to briefly summarize about the developed project and will be explaining overall briefly about the travel agency webpage.

1.6 Solution

In a conclusion, travel agency plays an important role nowadays. People all around the globe use their services. Thus, a system should be developed about travel agency webpage and a strong implementation human computer interaction must be applied so that people can do their work productively and safely. In this case, Jacob Nielsen 10 heuristic of usability is implemented. Systematic database is also important in the travel webpage as the important information will be stored in the system.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

A travel agency sells travel related products and services to customers, such as airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and package holidays that combine several products on behalf of the suppliers. There are also travel agencies that have offices in countries other than where their headquarters are located and they serve as general sales agents for foreign travel companies. Besides that, travel agencies have developed an internet presence of their own by creating travel websites, with detailed information and online booking [3].

This literature review is for reviewing the varieties of current travel agencies in the world and the techniques and technologies involved for developing the webpage. Besides that, the implementation of human computer interaction is also considered on whether the current system implemented the human computer interaction or not. There are four current travel agencies spotted and will be revealed in this literature review. The heuristic of human computer interaction will also being discussed in this chapter.

2.2 Current System of Travel Agency Webpage

There are four current system of travel agency webpage that has been studied which are Israel Tour Connection (ITC), Global Travel International, Triways and SMAS Travels Sdn Bhd. All of the webpages are studied to know what is the current situation for travel agency webpage in the world where ideas are collected and the techniques and elements that are implemented in every each of the webpage are analysed.

2.2.1 Israel Tour Connection (ITC)

The travel agency website is www.israeltour.com. Israel Tour Connection (ITC) is a wholesale tour operation that is dedicated to Israel Tourism [4].

The advantages of the webpage are :

- i. The webpage are designed simple so that the user cannot make a serious error. The webpage's design is a careful design which prevents a problem occurred in the first place. Jacob Nielsen heuristic of usability in error prevention is implemented.
- ii. There is less animated objects to prevent excessive memory load. Jacob Nielsen heuristic of usability which is recognition rather than recall implemented in this webpage.

Although it has advantages, the webpage might have lack of some elements for other users to handle such as refer Figure 2.1.

The screenshot displays the Israel Tour Connection (ITC) website interface. At the top, the ITC logo is on the left, and the text 'ELIYAHU' is on the right. Below the logo, it says '2010 and 2011 Tours & Prices are available. Request a Brochure Now!'. The main content area is a grid of tour packages, each with a small image and a title. The packages include:

- 11 or 15 Day Bar / Bar Mitzvah Israel Tour
- Passover Bar / Bar Mitzvah Tour in Israel
- Classic Tour of Israel
- Footsteps of Our Lord Tour
- Israel Heritage Tour (Jewish Tour)
- Holyland Tours to Israel
- Let ITC plan your perfect Israel Trip!
- Temple Aramat Shalom Family Israel Tour with Rabbi Barry and Debbie Lutz
- ITC Special Bar / Bar Mitzvah Tour in France
- Bar / Bar Mitzvah 8 Day Value Tour
- Flourishing Jewish Community Centers Israel Tour with Rabbi Eben Jaffe
- Christian Tours of the Mediterranean
- Egypt Set Departure Tours
- Inspirational Pilgrimage to the Holyland with Pastor Et Hendricks
- Forest Hill Jewish Center's Family Israel Adventure with Rabbi Shalom and Lynn Lancaster
- Temple Beth Shalom Poland-Prague-Budapest Jewish Heritage Journey with Rabbi Laurence Bizer
- Temple Beth Shalom's Israel Tour with Rabbi Howard Shub
- Shepherd of the Hills United Methodist Church's Israel Tour
- Ben Shalom Shalom Israel Family Tour with Rabbi Richard and Lisa Flavin
- Temple Beth Shalom Israel Family Tour with Rabbi Spiegel
- Congregation Beth Shalom-Chevre Shes with Rabbi Ah
- Pilgrimage to the Holy Land with Pastor Bob Uringer
- Chabad Tours
- St. George's Church Holy Land Pilgrimage with Father Paul Frederick Branch
- General Synagogue's Israel Adventure with Rabbi Marc Gruber
- Holy Land Pilgrimage with Pastor Larry Niese -with Daily Mass
- Congregation Beth Torah's 30th Anniversary Israel Tour with Rabbi Joseph Keller
- Inspirational Pilgrimage to the Holyland with Pastor Vince Inman
- Temple Beth Shalom of Boca Raton Adult Israel Adventure Tour
- Fair Lanes Jewish Center Congregation Beth Israel's Israel Tour with Rabbi Ronald Roth
- Jewish School Trips
- Inspirational Pilgrimage to the Holy Land with Pastor Et Hendricks
- West Meets East in Jerusalem with Rabbi Shmuel Sherman and Rabbi Charles Sherman
- Temple Beth Shalom's Family Israel Tour with Cantor Robin Joseph
- For Those Who Are Craving... Land Tours

On the right side of the page, there is a sidebar with the following sections:

- Hotels in Israel**: We offer excellent prices - Book online or call!
- ASTA**: VISITING ISRAEL (November 2009)

There are two callout boxes labeled 'i' and 'ii' pointing to specific elements on the page.

Figure 2.1 Interface of Israel Tour Connection (ITC) [4]

The disadvantages of the webpage are :

- i. The interface for www.israeltour.com is crowded and not centered. This is where the division between the right and the left side is not balanced. The information appeared is not in a logical order. Match between system and the real world usability of Jacob Nielsen is not implemented.

The design supposedly should organize the user interface purposefully, in meaningful and useful ways based on clear, consistent models that are apparent and recognizable to users, putting related things together and separating unrelated things, differentiating dissimilar things and making similar things resemble one another.

- ii. Dialogues should not contain information which is irrelevant or rarely needed. The aesthetic and minimalist design usability of Jacob Nielsen heuristic is not implemented. Irrelevant information should not be shown because it only make the design look crowded. User only want to find the content they need.

2.2.2 Global Travel International

Global Travel International offers the best last minute travel deals and special offers. The global travel agency has a lot to offer and is partner with some of the world's most respected travel providers[5].

The advantages of the webpage are :

- i. The webpage have consistent sequences of actions in similar situation. This is to help the user intuitively knows what to do because they have seen the same situation before throughout the interface. Schneiderman's strive for consistency rules of interface design is implemented in this webpage.
- ii. Displays of the interfaces are kept simple which is Schneiderman's reduce short term memory load rules of interface design is implemented in this webpage.

Although the webpage is useful for users when it comes to booking, but the webpage is still lack of some elements according to the user interface design, tips techniques and principles such as refer Figure 2.2.

Global Travel International
Travel The World

Home | About Us | Services | Contact Us | Privacy Policy | Terms of Service

Share | Save | Print | Email

Welcome to Global Travel International Agent

Welcome to the exciting world of travel! Times might be tough now, but it does not mean that you can not have a good time and take a break. Travel the world on a budget that fits your wallet or turn it into a profit.

Global Travel International is here to help. Are you looking for a vacation package, cruise or all-inclusive vacation? Do you have a group of friends you want to spend relaxing time with? Planning family reunion? Really, the sky is the limit.

Are you tired of travel fees charges? As a FREE, independent travel agent I have access to many travel agencies. That means savings for you, because I don't charge any fees and I can choose from many options not available to public just to find you the **best travel deal**. So all my help is there just for you.

Maybe you don't have the time to look for special deals or you are looking for something else there. Our global travel agency has a lot to offer and is partner with some of the world's most respected travel providers. You can go on exotic tours to enchanting places, family-friendly vacations at affordable prices, fun-for-all cruises or to famous resorts in incredible destinations. Or just need a hotel stay or rent a car while visiting family.

Where in the world do you want to go next?
Great travel offers. Great prices.

You will find some valuable information about travel here. And if you don't find what you are looking for, let me know. I will dig it out for you and post it right here on my Global Travel International website. Worldwide travel became so much easier and more affordable.

We are all looking for the perfect place to relax. We dream about adventure. Just "hop" on a cruise ship to Alaska and you will see and live that adventure. All travel providers are cutting down the price and offering incredible savings.

As I mentioned at the beginning, times are tough, however the best for getting the right price on your next well deserved getaway. Global Travel International offers the best deals on the travel deals. It is my professional website that packed with travel deals and special offers. Find what you are looking for. This is the perfect time to escape.

And don't forget about travel insurance. Through my professional website you can find dependable and affordable travel insurance that will cover for you. Life is a change and you sure need to protect yourself. Be step ahead and enjoy the freedom of making the right choice. I am sure you will find it rewarding be protected, just in case.

Are you looking for global work and travel? Do you like to travel a lot and get paid for it? Then put your passion to work. Get paid for being a travel agent and travel for free or very low cost. Become a travel agent and get that extra check in your pocket. Explore the new steps, hotels, resorts and services for travel agent price. Find out more how you can become a travel agent and travel cheap with our sister agency **Global Travel International**.

Don't stress about finding the best deal for your next getaway. We are here for you. We have what you want. We have your perfect vacation right here. Travel has never been easier. GlobalTravelInternational.net will give you steps. Thanks for visiting and trusting us. Be free to [contact us](#).

Book Your Vacation Here

Destination: _____

Check In: _____

Check Out: _____

Search

Google Custom Search

Reputation: _____

Be Sure Your ATM PIN Will Work Abroad
South America | Be Wiser About Air Travel
Wine | Travel in Bora Bora
Look For Kids' Play Areas In Airports
Everyone Loves FREE Night
Coffee Luncheon
Video all vacation in Colorado
Video Lake Tahoe
City-hopping in Europe
Family vacation in Colorado

Services:

- Agents in
- Become a travel agent
- Business class flights to Singapore
- Cruise environmentalists
- Cheap Ferry boats and cross channel ferries
- Cheap Worldwide Travel
- Emergency exchange
- Home improvement products
- Luxury Travel Vacation
- Self-Catering Holidays
- Student Travel Insurance
- Travel Agent Training
- Travel and destinations
- Travel Guard Insurance
- Travel Management
- Worldwide Travel Insurance

Figure 2.2 Interface of Global Travel International [5]

The disadvantage of the webpage are :

- Users often choose system functions by mistake and they will need a clearly marked "emergency exit" to leave the unwanted state. The user control and freedom Jacob Nielsen's heuristic is not implemented in this webpage.

- ii. Dialogues should not contain information which is extraneous or rarely needed. The aesthetic and minimalist design usability of Jacob Nielsen heuristic is not implemented. Too much information will make the users confused as the user have their own objective and the user know what they are looking for in the webpage.

2.2.3 Triways

Triways was incorporated back in 1981 initially as a government-appointed agency to promote Malaysia globally as a tourist destination. They set their footprint in the niche market of Hajj and Umrah sector bringing countless numbers of spiritual travelers to the Holy Land [6].

The advantages of the webpage are :

- i. The tasks in the webpage are simple in order to avoid complex problem solving and excessive memory load. Norman's simplify the structure of tasks principle of design is implemented in this webpage.
- ii. The current issue is displayed in the webpage as using both knowledge in the world and knowledge in the head of Norman's design principle is implemented.

Despite the advantages of the webpage of Triways, the webpage is somehow lack of the elements of usability according to the design guidelines for homepage usability such as refer Figure 2.3.