

# Traview Application

## Scenario

Imagine you would like to relax, hike or explore during your vacation and you want to leave the planning to a travel agency. Vacation is the time for rest, not for dealing with problems. Therefore, you expect the travel agency to take care of your needs and resolve any unexpected issues for you. But **choosing** the right travel agency for you might be a **challenge**. Of course, you choose mainly based on the offer but currently, there is no independent and complex review system to help you make sure you can rely on the agency of your choice. At the moment you can only ask your friends and family for their recommendations and do your online research but there should be a better way! Independent review pages for other types of services already exist e.g., for hotels, restaurants and many other businesses, but not for travel agencies.

**Traview portal** offers this useful service for travel agencies. It provides up-to-date information on the **insurance** status of the agency and, more importantly, **independent reviews**. Travel agencies are reviewed based on different aspects of the overall service. Except the overall satisfaction, customers review the holiday representative, vacation seller, transport to and from accommodation and destination, overall communication and trips offer. The platform is easy to use by anyone as it doesn't require any registration, so anyone can share their either good or bad experience.

In order to attract the user's attention, we would like to **collaborate** with travel agencies so that they motivate their customers to write a review on our website after they travel with the agency. The advantage for the agencies is that they receive feedback (what they should work on) and they will be seen (provided they have good reviews) as trustworthy agencies, which should lead to an increase in the number of their clients against those who don't have this advantage. Another special benefit can be placing travel agency advertisements, so while clients check reviews on the agency, its offers are displayed to the clients at the same time.

## Application demo

The application is available on <https://cestovkarna.eu-de.cf.appdomain.cloud/>. It consists of a home page with a list of all the travel agencies registered in the Czech republic with their insurance status and their overall rating. For each agency there is also a detailed view available, displaying its average rating in every evaluated category, its address and the reviews written by other users. From here, the user can also add their own review and thus help the community make a more informed pick of a travel agency. The UI of the application can be seen on the last page of the report in a dedicated chapter.

The visible frontend application is developed in **ReactJS** and deployed in the **IBM Cloud**. It makes use of the following IBM Cloud services:

- Cloud Foundry
- SDK for Node.js

The backend application is developed using **Django** and hosted on **Heroku**:  
<https://cestovkarna.herokuapp.com/>. It provides frontend with required data utilizing RESTful APIs.

The **open data** containing the basic info about the travel agencies is taken directly from the site of the **Czech Ministry of Regional Development**:  
[https://www.mmr.cz/cs/ministerstvo/cestovni-ruch/seznam-cestovnich-kancelari/seznam-cestovnich-kancelari?fbclid=IwAR3IVvjplewK1EDKF90NAbxKrHoUUYuZzJk71Ff3N\\_sdt2EtnPY7q13Jc00](https://www.mmr.cz/cs/ministerstvo/cestovni-ruch/seznam-cestovnich-kancelari/seznam-cestovnich-kancelari?fbclid=IwAR3IVvjplewK1EDKF90NAbxKrHoUUYuZzJk71Ff3N_sdt2EtnPY7q13Jc00).

It is persisted in a **PostgreSQL** which is deployed on **AWS**:  
database-1.crcdavgfqt7ia.us-east-1.rds.amazonaws.com

Using the current prototype, page visitors can

1. **view a list** of travel agencies
2. **search travel agencies** by name
3. **check** travel agency **detail** with rating and reviews
4. **write** a new travel agency **review**
5. **filter reviews** by destination / travel type / rating

## Future Possibilities

- Review rating (useful / not useful)
- More complex filters
- Authorized section for travel agency representatives with the possibility to comment on the reviews or update contact details etc.

## Our Team

- **Ondřej Dacer – Backend Boy**
- **Michael Koudela – Frontend Fanatic**
- **Peter Šípoš – Cloud Champion**

*Special thanks to Zdena Faragulová*

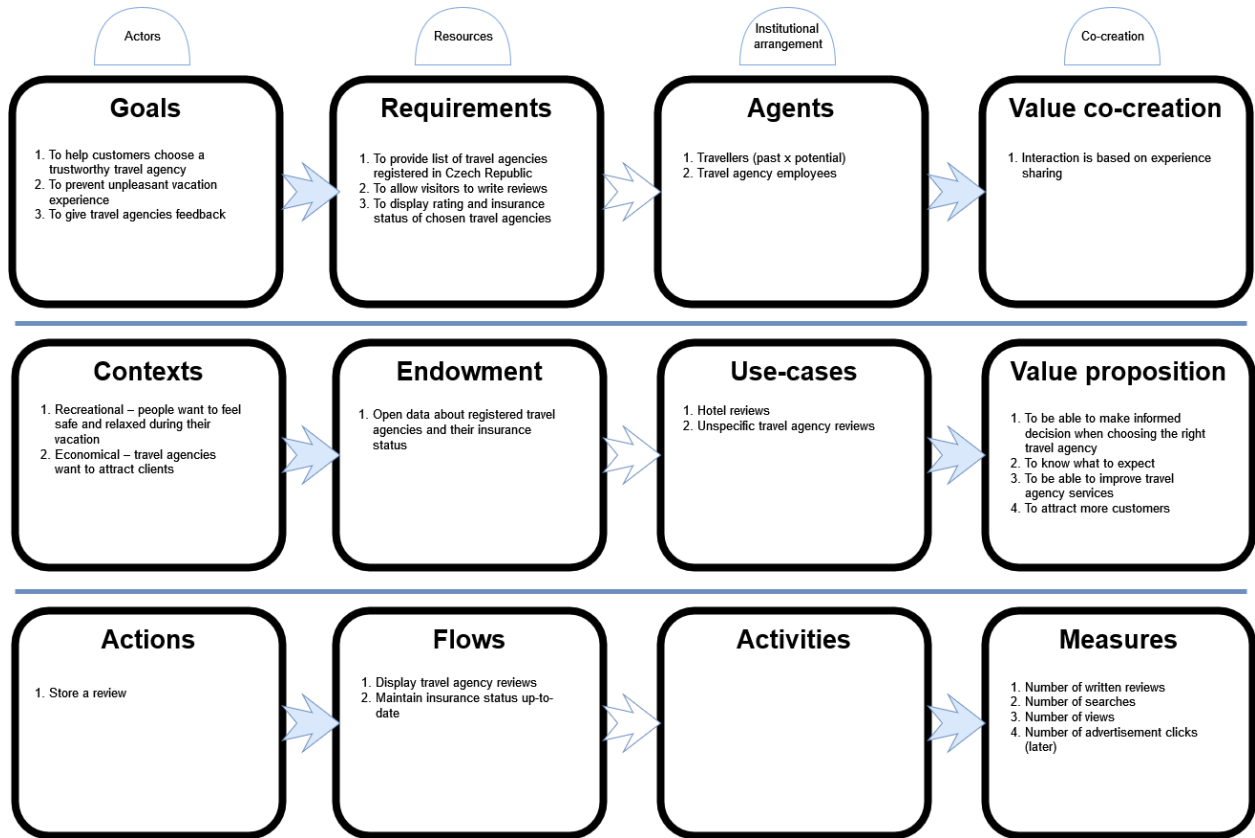
# Business Model – Lean Canvas

Traview

Jun 18, 2022

<p><b>PROBLEM</b></p> <p>There are many different travel agencies with different quality of their services</p> <p>Travellers want to relax at their vacation, not to deal with problems caused by choosing an unreliable agency</p> <p>Not all agencies have accurate and valid insurance info on their page or it is not easy to find</p>	<p><b>SOLUTION</b></p> <p>Reviews focused on different aspects of travel agency services</p> <p>Up-to-date insurance information available</p> <p>Easy to use: no registration required</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>The most convenient way to choose a trustworthy travel agency</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Dream team</p> <p>Insight into how travel bussines works</p> <p>Collaboration with travel agencies</p> <p>The first application of this kind on the market</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Travellers (reviewers)</p> <p>Travel agency workers (getting feedback)</p> <p>People planning their holliday</p>
	<p><b>KEY METRICS</b></p> <p>A - Visits</p> <p>A - Posted a review</p> <p>R - Clicked on advertisement</p>		<p><b>CHANNELS</b></p> <p>Social networks (Facebook, Instagram)</p> <p>Word of mouth</p> <p>Travel festivals</p> <p>Friends and family</p> <p>Travel agencies</p>	
<p><b>COST STRUCTURE</b></p> <p>Hosting costs</p> <p>People costs (web admin, propagation)</p>			<p><b>REVENUE STREAMS</b></p> <p>Adds</p> <p>Future prospect to have paid collaboration with the travel agencies</p>	

# Smart Service Canvas



# Snapshots

## Main page



# Traview

Reviewing travel agencies



## Travelled recently?

Share your experience with others to help them enjoy the best holidays ever!

Praise those who improved your experience and criticise those who offer low quality services. If issues are shared and known, travel agencies will have no other option than to resolve them, so the **quality of your future holidays is in your hands!**

## Going to travel?

Read other's experiences in advance to avoid disappointment!

## Travel Agencies List



**101 Cestovní kancelář Zemek, s.r.o.**

INSURANCE  
VALID ✓



based on 1 reviews

DETAIL

**A21 Holidays s.r.o.**

INSURANCE  
VALID ✓



based on 1 reviews

DETAIL

**ABC - Tours, spol. s r.o.**

INSURANCE  
VALID ✓



based on 2 reviews

DETAIL

## Agencies with invalid insurance are reported

**AEOLUS, řecká cestovní kancelář, s.r.o.**

INSURANCE  
INVALID 



based on 0 reviews

DETAIL

**Agentura ESO s.r.o.**

INSURANCE  
VALID 



based on 0 reviews

DETAIL

**Agentura TAPAZA s.r.o.**

INSURANCE  
VALID 



based on 0 reviews

DETAIL

## Agency detail with reviews



# Traview

Reviewing travel agencies

## ACTIVE TOUR, s.r.o.

INSURANCE VALID

★★★★☆ AVERAGE RATING

- ★★★★☆ Overall satisfaction
- ★★★★☆ Vacation seller
- ★★★★★ Transfer to destination
- ★☆☆☆☆ Transfer to hotel
- ★★★★☆ Communication with client
- ★★★★☆ Holiday representative in destination
- ★★★★☆ Trips

### 🏠 Address

Žofín 28  
407 57  
Horní Podluží

## Reviews

[Write your own review](#) in a few minutes to share your experience!

Filter by travel type ▾

Filter by country ▾

Filter by rating ▾

## Way too active

**Author:** Jano

**Group size:** 1

**Visited in:** February 2021

**Travel type:** Sport tour

**Destination:** Spain

★★★★☆ Overall satisfaction

I am too tired because they are really very active! Doesn't fit my personality but may be OK for other people.

[SHOW MORE](#)

## Best week of life

**Author:**

**Group size:**

**Visited in:** 2020

**Travel type:**

**Destination:**

★★★★★ Overall satisfaction

Simply the BEST!

[SHOW MORE](#)

## Review detail

### Way too active

 **Author:** Jano

 **Group size:** 1

 **Visited in:** February 2021

 **Travel type:** Sport tour

 **Destination:**  Spain

★★★★☆ **Overall satisfaction**

I am too tired because they are really very active! Doesn't fit my personality but may be OK for other people.

★★★★☆ **Vacation seller**

Very kind, no issues, only free coffee would be appreciated.

★★★★☆ **Transfer to destination**

Very pretty stewardess on the plane and good food.

★☆☆☆☆ **Transfer to hotel**

I had to walk on my own :(

★★★★★ **Communication with client**

They send messages 10 times a day, definitely not having lack of information.

★★★★☆ **Holiday representative in destination**

Too old

★★★★☆ **Trips**

Awesome but tiring

SHOW LESS



## New review form



# Traview

Reviewing travel agencies

### New review

<input type="checkbox"/> <b>Title:</b>	<input type="text" value="Title *"/>		
<input type="checkbox"/> <b>Author:</b>	<input type="text" value="Author"/>	<input type="checkbox"/> <b>Group size:</b>	<input type="text" value="Group size"/>
<input type="checkbox"/> <b>Month of visit:</b>	<input type="text" value="Month"/>	<input type="checkbox"/> <b>Year of visit:</b>	<input type="text" value="Year"/>
<input type="checkbox"/> <b>Travel type:</b>	<input type="text" value="Type"/>	<input type="checkbox"/> <b>Destination:</b>	<input type="text" value="Destination"/>

☆☆☆☆☆ **Overall satisfaction \***

☆☆☆☆☆ **Vacation seller**

☆☆☆☆☆ **Transfer to destination**

☆☆☆☆☆ **Transfer to hotel**

☆☆☆☆☆ **Communication with client**

☆☆☆☆☆ **Holiday representative in destination**

☆☆☆☆☆ **Trips**

[SUBMIT](#)