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RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

Travel Tech Services

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1. INTRODUCTION

Travel Tech Services (TTS) is comprehensive travel technology solutions provider offering a personalized revenue recovery experience. It sought a modern, scalable, & dynamic platform to showcase its services, manage operations, & engage with its clients. The goal was to create a user-friendly platform that aligns with its industry-specific needs and growth objectives.

2. RESEARCH & ANALYSIS

The foundation of this project was built on in-depth research & analysis to ensure the platform effectively meets user needs stands out in the competitive airline revenue recovery industry.



UNDERSTANDING REQUIREMENTS

Project overviews are the first impression potential users get when they visit your platform. They help showcase why Travel Tech Services (TTS) stands out and the value it brings to its users.



COMPETITOR ANALYSIS

Analyzed leading platforms in the travel technology sector to uncover industry trends, key strengths, and opportunities for enhancement.



MARKET DEMAND

Studied user trends and industry needs to ensure the platform delivers relevant and high-performing solutions.

This phase ensured our approach was data-driven & aligned with project requirements and goals.

3. UI DESIGNING

The next step was to transform our research into an intuitive and user-friendly design: After multiple iterations & refinements the TTS team approved the final design, setting the stage for the development phase.

1

WIREFRAMES & PROTOTYPES

Created initial wireframes to outline the platform's structure, ensuring intuitive navigation.

2

CLIENT COLLABORATION

Engaged closely with client to enhance platform, integrating their feedback to align with their vision and requirements.

2

RESPONSIVE DESIGN

Ensured the design was mobile-friendly and visually appealing across all devices.

4. PROBLEM STATEMENT

Building a scalable TTS platform required overcoming challenges such as seamless integration of custom features, ensuring a responsive user experience, optimizing system performance, and maintaining efficient management within the project's timeline.

1. SCALABILITY

The platform needed to handle airline ticket recovery and revenue optimization efficiently.

2. USER EXPERIENCE

Both users required an intuitive interface to navigate and explore services effectively.

3. CONTENT MANAGEMENT

TTS needed a CMS for easy updates and management by non-technical staff.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for tickets, refunds, transactions, and reports to streamline management.



Dynamic Search and Filtering

Enhanced search functionality with advanced filters for better user experience in airline revenue recovery.



CMS Optimization

Enhanced the platform dashboard to enable non-technical users to efficiently update and manage content on TTS.



Performance Enhancements

Optimized speed with caching, efficient processing, and real-time performance tuning.

6. RESULTS

The newly developed platform enabled Travel Tech Services to:



Streamline revenue recovery and ticket management services.



Enhance engagement with both airlines & travel service provider



Improve brand visibility through SEO-optimized content.