

International Travel Company Custom Website

Situation

- Our client is a start up on-line travel company specializing in off-the-beaten track destinations in Mexico
- The most important asset to their business would be their website
 - It needed to provide easy to navigate, rich content as well as seamless online booking
 - The look and feel needed to inspire immediate trust and professionalism
 - The platform had to be flexible and scalable for future modifications
- As a start-up company, the owners needed an affordable solution that would provide the basics to get them going. Additionally, their small company had no technical resources to maintain the site

Solution

- We chose DotNetNuke, an open source portal solution, as a framework for building this client's website
- Our solution included customized templates that the client could use to build new content pages
- We developed several additional components in the DotNetNuke framework with the functionality our clients needed to build new pages quickly while maintaining a common look and feel throughout the site
- We integrated their site with several external booking engines, then wrapped this integration into modules that our client could add on any pages
- We conducted training with our clients to familiarize them with entering content into the portal framework

Benefits

- The quick development of the website allowed our client to share an early release of their site to their travel partners
- The site is seamlessly integrated with different airline, auto rental and hotel providers
- Our clients are now able to create new pages and modify existing content without any technical assistance
- Additional functionality can be added to the site at minimal expense and time because of the basic framework in place
- The website has received accolades from the .NET community for its graphical appeal, easy navigation and flexibility