

Online Accommodation Search –

Website and Mobile app

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Abstract

Trossachs.co.uk provides travel information for the Trossachs National Park region, including accommodation, restaurants, and activities. This year, the company would like to expand the scope of its business beyond the national park region to encompass the whole of Scotland. As a result, a new website is needed to suit these new requirements. The new website will be designed in a simple manner: those using the old site (Trossasck.co.uk) frequently found it difficult to track down what they were looking for because it contained too much information.

Trossachs.co.uk's key revenue comes from accommodation providers. The more people that use the service, the more income they get. Therefore, a mobile app is a good investment as it would lead to a greater number of tourists finding accommodation through the company.

For the above reasons, the PhoneGap framework is a suitable choice. It converts the HTML codes into a hybrid mobile app, with the same code base used to produce website and mobile apps. The jQuery Mobile framework is also used here to provide useful functions, while CSS is used to improve user experience.