



# Innovature

*Innovate the future*

## **Services Portal for a Better User Experience in Marine Activity Business**

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# Services Portal for a Better User Experience in Marine Activity Business'

Innovature Consulting Services implements 'Services Portal for a Better User Experience in Marine Activity Business' for a leading player in the boating industry.

## Project Overview



Marine Experience Portal is used for search and reservation related tasks in marine applications and cruise boat services. The portal redefines digital experience, by providing a new platform for exhibiting and booking marine activities, for the users. The client, a trusted name in the worldwide marine industry, has a strong heritage and is an influential presence in the boating industry.

The system is targeted at three types of users- Normal Users, Business Users and Administrators & Operators. It provides exclusive access to the services & features based on user types. Normal users can search, browse, reserve, purchase marine activities through the portal, and can post reviews and ratings for purchased activities. Business users can register and sell marine activities in the portal, register boats, manage reservations and sales. The Administrators can view, edit, delete, add contents of normal users and business users, and manage payments and sales.

## Business/ Technical Challenges

**Heterogeneous Customer Acquisitions :** The service had to match the needs of customers by offering options to set detailed categories, areas and other attributes. This was important to target the huge, but heterogeneous prospect base in Japan.

**Improved Efficiencies :** Digital and online adoption had to result in reduction in offline enquiries, bookings etc. Enquiry related activities had to be made more productive, with frequent information updates.

**On-boarding & Usability :** Registration process, especially for business users, needed to be easy and simple. Similarly collective management of inventory and reservations were necessary to improve operations.



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*The project had to be executed and delivered on a short schedule for the biggest marine event launch in Japan. We could deliver the project on time by adopting agile methodology and strengthening technical team. The launch was successful and the business acquired traction and awareness through the event, gaining almost 20% more new activity providers than expected, in the first three months.*

## Technologies/Platforms Used

Application Type	Web Application
Development Language	Java, J2EE
Database	MySQL
Tools / Libraries	Spring/Angular
Search Engine	AWS Open Search

## Implementation Approach

The system was designed by incorporating the major competitive features which provides an advanced level of user experience. The design was prepared by analysing the offline processes in detail, to provide a better solution when moved online. The infrastructure was setup in AWS cloud for enhanced availability and scalability. The advanced content search which was the core feature of the system was implemented using Open Search. The user interface was designed to support different device resolutions and major web browsers.

## Business Benefits & Key Features

**Feature-rich Solution :** The solution incorporated almost 90% of the competitive features available in the market, in the first version. This ensured customer delight and improved user experience.

**Online Shift & Digitalization :** As much as 99% of the offline processes were moved online – including reservation, invoicing, payment management, sales management, business management etc. significantly streamlining the operations.

**Increase in Business Registrations & Users :** The simplified business registration process increased the possibility of registration completion by 75%. This was achieved by usage of multi-step input forms with progress indicators.

## About Innovature



Innovature provides IT consulting to various industry segments like retail, utilities, media & entertainment, energy etc and leverages AI, RPA and block chain technologies to deliver business growth. ISO certification reinforces its pole position globally in the field of information security, as largescale data is processed for effective decision making. Innovature has for more than a decade expertly steered its clients worldwide towards innovative products and services for their digital transformation. It has a track record of successful execution of more than 600 projects for nearly 100 organizations across the world.

For more information, please contact our consultant

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