

# Case Study

## Revolutionizing User Experience with Unified Login for Travel Worldwide



**Executive Summary:** This case study examines how our team developed and implemented a unified login solution for Travel Worldwide, a world-leading travel technology company. The study explores the business challenges faced by the client, our solution, the results achieved, the technologies used, risks and benefits, proposed solutions, and implementation strategies.

### 1. BUSINESS CHALLENGE

"As a world-leading travel technology company, we faced a significant business challenge with the need for a unified login system across our various affiliated brands. We recognized the importance of providing our users with a seamless and consistent experience when logging into their accounts, while also accommodating the different needs of our diverse user base. Additionally, we faced the challenge of implementing the solution within a tight time frame and extending it not only to our existing brands but also to newly acquired companies. This required us to balance the need for a comprehensive solution with the need for a quick and efficient implementation process."

#### Risks



- **Integration challenges:** integrating the new login system into different brands and companies may pose integration challenges and delay the project's timeline.
- **Technical risks:** implementing the new login system may pose technical risks, such as compatibility issues or security concerns, which could impact the project's success.
- **User acceptance:** users may not readily accept the new login system, leading to negative impacts on user engagement and support requests.

### 2. SOLUTIONS

Luxoft has suggested several solutions to improve the login system:

- **Integrating multiple authentication systems** to improve user experience and reduce login time and effort.
- **Implementing a Single Sign-On (SSO)** feature to allow users to log in once and access multiple systems without re-entering their credentials.
- **Implementing the OAuth2 protocol** to enhance security and reduce the risk of data breaches.

To achieve this, our team of 6 engineers utilized the latest technologies, such as **React and Java**, to develop a robust and efficient login solution. Our team followed an **Agile methodology**, which allowed us to effectively collaborate with the client, gather feedback and make adjustments as needed to ensure that the solution met their requirements and expectations. The **solution** was designed to be **flexible** and **scalable**, ensuring that it could be easily adapted to the needs of any new company that joins the Travel Worldwide family.

### 3. RESULTS

"The unified login solution has provided a seamless and unified login experience for our users across all our brands and affiliated companies. The implementation was completed within the short time frames requested, enabling us to quickly reap the benefits of a streamlined and efficient login process. As a result, our users have enjoyed an improved login experience, leading to a 30% increase in user satisfaction and engagement. Moreover, the successful implementation of the solution has contributed to our company's growth and expansion, as we were able to acquire new companies who also adopted the unified login solution."

#### Benefits

- **Improved user experience:** The new login system can enhance the user experience and reduce the time and effort required to log in.
- **Increased engagement: 30% increase in user engagement,** which can improve customer loyalty and retention.
- **Reduced support requests:** The new login system can reduce the number of login-related support requests.
- **Cost savings: cost savings of up to 20%** by reducing support requests and improving efficiency.



### 4. TECHNOLOGIES

- **React**, a popular JavaScript library, for a rich user interface and seamless login experience for users across different brands within the Travel Worldwide group of affiliated companies and newly acquired companies.
- **Java** was utilized for the back-end of the solution, ensuring high-performance and scalability.
- **DevOps tools** were used to manage continuous integration and deployment of the code, ensuring smooth delivery of the solution within the short time frames set by the client.
- An **Agile methodology** was used for the project, allowing for an iterative and collaborative approach to software development.
- **Continuous testing and feedback** were incorporated into the Agile methodology to ensure a high-quality product was delivered.

### 5. CONCLUSION

Our company's unified login solution has revolutionized the user experience for Travel Worldwide's millions of users while generating significant cost savings for the client. The project was executed between May and October 2022, with a focus on continuous testing and feedback to ensure a high-quality product was delivered.

The project's success was recognized with a Client's Reward, and we are proud to have provided Travel Worldwide with an efficient and flexible solution that met their requirements and expectations.



**Luxoft**  
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