Rebuilding the WestJet Route Map
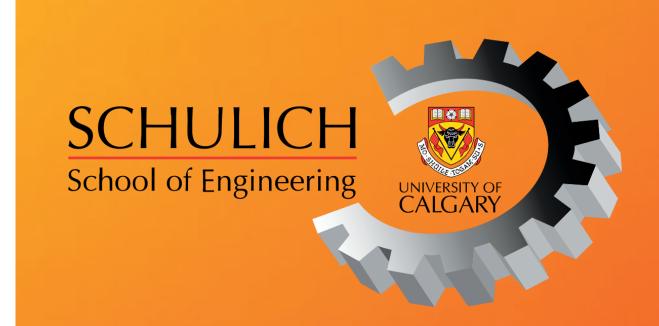## WestJet

Lucas Ion; Noah Bradley; Luka Petrovic; Richard Rose; Ryan Sommerville

Schulich School of Engineering, University of Calgary

Introduction

- Team Name: Best in the West
- Team Manager: Lucas Ion
- Academic Advisor: Dr. Yani Ioannou
- Sponsoring Company: WestJet
- Sponsor Representative: Alan Lee

- WestJet is a popular airline company in Canada with a website that allows customers to book flights and vacation packages directly.
- The current booking system lacks interactivity and only offers standard booking methods.
- The online route viewer is an area where higher interactivity can be achieved.
- The project's motivation is to elevate the route map by offering customers an enhanced way to view, interact, and book flights while displaying valuable customer-driven information.
- Our task is to elevate the customers experience. Meaning improving the interactivity of the online route viewer to provide customers with a more engaging and personalized booking experience.

Problem

- The first problem was to update the map to align with WestJet's 2022 design language.
  - The current iteration of the route viewer is not consistent with the rest of the WestJet site.
  - The aim is to ensure a homogenous design language across the WestJet site.
- The second problem was the limited integration of the route viewer with WestJet's APIs.
  - The Route Viewer only shows pricing data from the Low-Fare Finder API.
  - It doesn't display information about the destination or an image.
  - Other APIs such as the Destination Service API or the Map Services API are required to display this information.
- The third problem was the current use of the Google Maps API
  - Expensive and complete removal is highly preferred
  - Numerous other free open source APIs available

Solution

Project Objectives
- Develop an updated route viewer to be hosted on WestJet's website.
- The Route Viewer will act as the forefront interactive medium for customers to view updated pricing, routes, and pertinent information.

Solution
- The solution will work on WestJet's website, viewable from macOS and Windows, and offer connectivity to the rest of the WestJet website.
- A thorough investigation into the route viewer page to understand its structure, components, and external dependencies.
- An overhaul of the design language of the page to update fonts, color schemes, icons, and other visual information to follow the design goals specified by WestJet.
- Integrate the website with a new map API that is free to use and open source (Leaflet) to display relevant WestJet data.
- Add key information to the map, including destination names, prices based on the start location, photos, and a small description (if the information is available). Clicking on a destination will link to WestJets low fare finder.
- Note: Approval from WestJet staff and Developer Liaison is required before proceeding with the solutions.

Result

- The final result of this project is a tool that relies on open source frameworks in order to accomplish it's goal. Customers for WestJet will be able to use the map in order to plan out their dream trip with ease. This is because the map is very intuitive and easy to use. Our team has focused on extracting key aspects of the old route map, giving our tool a familiar feel while also updating certain components to give it a new look.
- During the development process, our team was keen on ensuring that the tool we developed would be open for any modifications WestJet may want to make in the future. Whether this be adding functionality or adjusting current functionality, the software techniques we have used within this project should allow them to do this with minimal effort.
- At some point in the near future, we hope that WestJet will use the interactive map our team has created and replace the old map they currently have on their website. Along with technical upgrades, we have also focused on updating the overall appearance of the application in order to align with WestJet's current design schemes.
- We are excited to see how this tool will help WestJet customers accomplish their goals, and we hope that it will help keep them wanting to come back to WestJet.