
Name of the Project	Social Networking site for college community
Industry	Education
Technology	ASP.NET framework with Microsoft SQL Server 2000

Business

Client felt the need to build a college based community which links various college students to perform variety of social networking activities like event planning and sharing of online content, college notes through its network

Client

Client is leader in providing social networking solutions to various communities.

Challenge

The site’s primary demographic is so young, it is very fickle, fashion and fad-oriented. As a result, the Client wanted to continuously update its features during the development stage based on the survey and feedback which he conducted. This involved dynamic change in requirements which was handled through proper change management system.

The other key challenge was the performance and scalability of the system so that it can scale up to millions of user requests at any given time. Also each user would be involved in more discussions and hence would browse between different pages continuously; hence heavy content should be presented in a lighter format.

The project demanded deep understanding of the social networking and required proper business knowledge. Our business consultants were thoroughly involved in the requirements gathering stage and then transform them into technical documentation.

Solution

We provided a web based solution that supported all of the features that the customer was interested in. The solution was based Microsoft technology using ASP.NET and MS SQLServer 2000. Screens were designed to provide ease of navigations between various features of the system.

The major requirement for the system was quick loading of pages since the user might navigate to number of pages in a short span of time. To achieve this performance all the content was cached at appropriate places and the content was zipped and published to user in gzip format to achieve faster performance of pages.

Benefits

Client provides a medium to build a valuable user community where the college students can benefit by sharing data between their friends network. The client now opens a new arena in Social networking for which the tangible benefits are evolving and yet to fully identified.