



## Case Study

Project Name: Meghduta

Website: <http://www.meghduta.com/>

Client Name: Shahida Pervin

Development platform: JomSocial

Team Lead: Tarun Arora

Developed by: Sohan Raj Gupta and Team

Dotsquares

**Introduction:** Dotsquares is a leading IT solution provider and have been working in the IT industry since more than a decade. We have extensively worked on software development and have been working with the same.

We are dealing with latest trend of technology and providing efficient solutions to all our client. We always satisfy our clients by providing them their desired solution in best possible way.

We have successfully completed various projects and have been working on the projects. In our past project, we deal with different kind of requirements, problem, and client ideas/visions and earn a great experience.

We convert our client vision into reality and make them satisfy with our solutions.

Moving ahead, we would like to present a case study of one of our successful completed project that is “Meghduta”. Meghduta is one of our large projects in terms of exploration, evaluation and engagement.

In starting days, Meghduta was known as “The Heritage Explore/Heritage-Itinerary”. As days passed and development started it becomes Meghduta.

Now, Meghduta is social networking platform dedicated to Heritage, art and culture. It provides a platform to its users to share their experience relevant to heritage, art and culture by any means like visit, knowledge etc with other users.

**Target Audience:** This platform is useful for all types of users who are having interest in art, culture, custom and heritage and would like to share their view, experience and memorable moments with other users.

**Client Brief:** Meghduta is a vision of one of our client who is **Shahida Pervin**, lives in London, UK

**Industry/Domain:** Social networking platform dedicated to share heritage stuff.

**Development platform:** Joomla/Jomsocial

**Initial Requirement:** Initial requirement of the project is to implement blog functionality into an existing website “The Heritage Explore”. Client was having purpose of content generation over the website by users.

As per client requirement, the website will allow users to get register, login into the website and create/add/post blog from the website frontend. Users will be able to add/view/edit blogs and can comment on other user’s blogs. User can post blogs relevant to heritage, art and culture.

**Challenges faced by the client:** Client was not satisfied with the informative website (The Heritage Explore) which is having content relevant to heritage. She would like to present her vision in the form of website/platform in front of others to that is dedicated to heritage and allow users to exchange their experience, view and knowledge. It was not possible to present some innovative vision with an informative website.

**Our solutions:** We initiated with the client and understood her requirement. We assist with client and provided her desired solution via implement blog functionality that will allow users to create/add blogs and commenting on others blog.

Our journey with the client was not completed at this point. We communicated with client and understood her vision and benefited client by providing our best solutions.

We have a great professional bonding with client and made her satisfy by providing services. As days passed and client judge our experience, expertise, dedication to work, understanding, analysis, timely deliver and after development support then she shared her vision with us and enhance the scope of the project.

**Project scope:** The project has been started on 12/01/2015 with an initial requirement relevant to perform some task over an existing website that has been developed by others. In starting phase, project name was “**The Heritage Explorer (THE)**”. We worked on further requirement and divided it into some phases, as mentioned below-

#### **Phase 1:**

**Requirement:** Client has requested to update latest version of Joomla without perform any customization into existing website in terms of website design and features and add some advanced features and functionality into the website.

In nutshell, client had a vision to introduce a Social Media Platform like a mini "Instagram" to attract more users to open and create personal blog/profile and contribute. This section will be called as "Meghduta" It should be located on Heritage Itinerary Website. The entire plan is to create a platform for Crowded Sourcing Heritage/Culture based information/photos stories etc. Client plan is to keep uploading more lists of heritage/museums/intangible heritage/music/festivals/ all these cultural footprint of humanity into the website. In addition, client requested us to create appropriate, discreet advert option in terms of generate some revenue. Client would like to develop a social media platform consisting the functionality of messaging

UK Office: Unit 2 Albourne Court, Henfield Road, Albourne, West Sussex, BN6 9FF, UK

USA Office: 6701 Democracy Blvd, Suite # 300, Bethesda, MD 20817, USA

Australia Office: Dotsquares 56, May Avenue, Altona Meadows, VIC 3028, Australia

India Office: Dotsquares Ltd.: 6-kha-9, Jawahar Nagar, Jaipur. Rajasthan, India - 302004

and send invite to the friend as well as keep the content of “The Heritage Explore” so that user can access the valuable content relevant to heritage.

Further more to this, client was looking forward to have groups and event features into the social networking website.

**Our Suggestions:** We analyzed the requirement and suggested the client to purchase a new theme for the website because website version was not updated, version 2.0. As we tried to update the version however we faced complications with old version so we suggested client to purchase a new theme that should be compatible with latest Joomla and can be installed JomSocial into the theme.

In regards to revenue generation, we suggested client to publish advertisement based on interest, location, and timeline and use affiliate approach that was also liked by the client.

**Our Solutions:** Client liked our suggestion and purchased the theme; we installed the theme and implemented JomSocial.

As per client requirement, we update Joomla extension without affecting existing features of website. We displayed country and state option on member registration form, implement allowed users to login by username/e-mail and password, build a section in admin panel of the website to manage registered members and their information.

In addition, we worked on user profile and displayed user, about me content, contact information and logged in users to edit their personal information and reset password. We implemented sharing functionality and facilitate users to share blogs and media stuff (content, images and videos) over social media platform like Facebook, Google+ and Twitter.

During the phases, we have implemented the below mentioned functionality into the website:

1. Membership section: Registration, Login and Member Account
2. Member’s activities: Member can perform following activities-
  - Manage Personal Details
  - My Page: To manage their Blogs posted by users
  - Add/Edit/delete Images and can post description along with the image
  - Members Photos:
    - a. Latest photos uploaded by the users.
    - b. Name and photograph of the user uploaded the photo.

- c. Short Description of the photo.
- d. Link to the user's profile who uploaded the photo.

- We provided categorization option at the time of uploading photos to prevent user to upload irrelevant photos into the website. When user uploads photos, he/she have to choose category (only relevant to heritage/art/culture), location, and description relevant to photos.

- Like and Comment option
- View other user's profile
- Send Friend request/Invite
- Send Private message/ Messaging functionality so that user can communicate to each other (If already their friend)

We successfully implemented all above mentioned functionality into the website. We updated the theme and enable group and events functionality.

**Phase 2:** After successful completion of phase 1, client approached to us with new requirement i.e. add some features into the social networking platform, as following-

1. E- Postcard - Allow users to create and send post card to other users including text, sender info and image.
2. E-Notes - Allow users to create and send short note/quote with other users. It will only contain text, sender and receiver name and date.
3. E-Letter – It will work as e-mail and allow users to send an e-mail/letter to other user from the website.

**Our Solutions:** We perform R& D regarding the possible solutions as per client requirement. We implement e-postcard, e-notes and e-letter functionality into the website and provide something new and exciting to all website users in the form of e-postcard, e-letter and e-notes.

We efficiently implement these features into the website and facilitate users to create and send e-postcard, e-notes and e-letter seamlessly. In the website, user can register/ login and can create e-notes, e-postcard and e-letter and can send to other users.

**Our Challenges:** From start to end, we state faced several challenges and at last we come up with solution, as per client requirement. Following were the changes-

- Client was looking forward to integrate e-postcard, e-notes and e-letter functionality into Meghduta and JomSocial doesn't provide these kinds of features. As per client requirement, we custom developed the functionality to e-postcard, e-letter and e-notes and worked on images generation functionality as well for these e-products.
- Site has been hacked several times and affected to virus, spam and black listed over Google. In terms of this, we have to face difficulties with the site then we put our efforts and recover the site.

Apparently, we faced the challenges and find out solution and efficiently present client vision in the form of "Meghduta".

**Outcome:** We have extensively worked with client requirement and provide her desired solutions in best possible time. Our efforts really worked and "The Heritage Explore" became "Meghduta" <http://meghduta.com/> that is a social networking platform enriched with all advanced features and functionality.

**Future Scope:** It really exciting to mention that we will be having a long term working relationship with the client and will be engage in future with the "Meghduta". Client is having a vision to implement membership plan and digital product functionality (create online digital products and share with other users) into the website, such as-

- Digital Card
- Digital Calendar
- Digital Photo-book
- Digital Flyer/ Leaflets
- Digital Brochure
- Digital Newsletter

#### Client Testimonial:

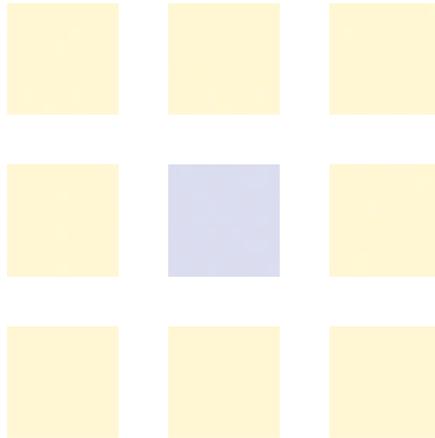
## Case Study of Meghduta: A Social Networking Platform

### Process flow

<b>Target Audience</b>	All kind of users, having interest in heritage, art and culture
<b>Project before development</b>	An informative website (developed by other) and doesn't have much content
<b>Initial Phase</b>	
<b>Client Requirement</b>	Implement blog functionality into an existing website "The Heritage Explore"
	Allow users to get register, login into the website and create/add/post blog from the website frontend and can comment on other user's blogs
<b>Our Solution</b> (Delivered in initial phase)	Implemented blog functionality and allowed users to create/add blogs and commenting on others blog
<b>Outcome</b>	Integrated blog functionality into the existing website and allowed uses to put content (in the form of blog) into the site from the frontend. Finally, content generated over the website.
<b>Client testimonial</b>	
<b>Phase 1</b>	
<b>Client Requirement</b>	Introduce a Social Media Platform like a mini "Instagram" to attract more users to open and create personal blog/profile and contribute.
	Implement all social media platform into the website and keep old content (The Heritage Explore) into new platform (Meghduta)
<b>Our suggestions</b>	Shared our suggestion with client relevant to revenue generation and new theme purchase

<b>Our Solution</b> (Delivered in Phase 1)	Developed a social media platform with new theme and keep old website content into new platform and allowed user to view content
	Implemented all features of social media platform, as listed below:-
	Membership section and blog
	Add/edit/delete image and description
	Upload photos and photo categorization
	Messaging, like and comment functionality
	Send an invite, group and event functionality and many more
<b>Phase 2</b>	
<b>Client Requirement</b>	Implement e-product functionality: E- Postcard, E-Notes and E-Letter into the platform
	Allow user to create, view and send e-products to other users
<b>Our Challenges</b> (faced by us) <b>and action</b>	JomSocial doesn't provide e-product functionality like e-postcard, e-notes and e-letter therefore we custom developed the functionality to full fill client requirement
<b>Our Solution</b> (Delivered in Phase 2)	Developed the functionality of e-products
	Facilitated user to create, view and send e-products with other users
<b>Outcome</b>	Fulfill client requirement and efficiently implemented e-products features into the platform.
<b>Client testimonial</b>	
<b>Other challenges and action</b>	Site got hacked several times and affected to virus, spam and black listed over Google. In terms of this, we have to face difficulties with the site then we put our efforts and recovered the site
<b>After development (our success story)</b>	
<b>Final outcome</b>	Successfully implemented client vision reality as a social media platform "Meghduta" and implemented client desired features into the platform
<b>Client Testimonial</b>	
<b>Future Scope</b>	Implement membership plan and digital product functionality (create online digital products and share with other users) into the website, such as-

	Digital Card
	Digital Calendar
	Digital Photo-book
	Digital Flyer/ Leaflets
	Digital Brochure
	Digital Newsletter



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