Source Code International

Case Study: Online Community Messaging Portal

The Concept:

The concept is to build up a strong and well-subscribed community of people from all walks of life, and then provide a platform to send messages to the community, targeting certain people by specifying criteria relating to aspects of the member personal profile.

This platform serves to be a great personal interaction exchange, to find like-minded people, to build sub-communities and to allow messaging to reach its targeted audiences.

The Challenges:

The community building interface has to allow a very welcoming experience to users. The ability to register easily, as well as to send and read messages seamlessly are imperative.

The core of this portal is build a smart profile matching algorithm which enables messages to be delivered to the rightly intended profiles, and yet weed out mass delivery of messages to unmatched profiles. The system was required to be intelligent to handle typo-errors, spelling mistakes and the like.

The entire portal was to be designed as a generic solution, to provide for customization in building of sub-communities as well as parallel stand-alone communities.

Benefit:

▪ The Web Services based solution allowed the Client to offer the portal for private networks to embed, as a ready-to-go application.

▪ Intelligent matching deploying SOUNDEX and Dictionaries ensure better delivery targets for user messages, bringing about a more effect connect with community members sharing common profiles.

▪ External applications can utilize and deploy the Smart Matching Algorithm, which is configured as a Web Service.

▪ Deployment of Ajax controls highly enhances the response times on the web application, delivery server content in a highly user interactive and fast manner.

The Solution:

The Solution was designed using Microsoft's .NET framework 2.0, to provide for an enriching User Interface.

A comprehensive Matching Routine was devised and implemented using soundex algorithms and dictionary-based corrective spelling techniques, to impart an intelligent string matching.

The Solution was conceived on a Service Oriented Architecture (SOA), and implemented using Web Services, to bring about generic customizability and encapsulation of the core algorithms.

Technologies:

▪ Microsoft .NET framework 2.0
▪ Ajax
▪ Web Services
▪ ASP.net, VB.net
▪ MySQL
▪ SOA & UML Design Methodologies