



OURWEDDINGDAY.COM
CASE STUDY OF OUR WEDDING DAY.COM
Plan your happiness

OVERVIEW

Weddings are increasingly becoming more elaborate and specialized. Couples are living alone and balancing their wedding preparations with their demanding careers. However, the wedding day and the days leading to it still have the magic and both brides and grooms treasure them.

OurWeddingDay.com targets would be brides with easy to use features to help them plan, organize and cherish the moments leading to their wedding. The website provides brides a free registration and easy wizards and number of choices to build their own website. They can upload photos, songs, videos and maintain guest lists, gift registry and invitations online. Along with this, a feature rich backend is provided to the brides to manage the events and activities leading to their wedding.

The website also has a feature for vendors to register and search for brides as well as advertize their services online. This service is free at present but would be priced in future.

HIGHLIGHTS

- Website targeted at would be brides trying to balance busy career schedules and preparations for the wedding.
- Allows brides to build contact list, manage invitations, to-do lists, events, accommodations and more.
- Completely free for brides to register on the website.
- Free membership for vendors and ability to search and advertize services for would-be brides.

BUSINESS CASE

This website was planned to offer services, to would be brides in United States [and eventually expanding to various other countries]. The initial business model was centered on priced membership for the brides to use website services. The focus was on creating a best of the breed, feature rich and utterly simple interface for the brides to use. The workflow and targeting was designed around making the brides register on the website.

However, the initial reports comprehensively established that brides were not willing to pay for an online registration as multiple already established alternatives existed in the market. After the Phase I the business model was expanded to include the vendors. The vendors section was to be created and a fee [eventually] to be charged to advertizing their services and getting access to leads of would be brides.

“ The client wanted to get the project completed within a fixed time frame and we were able to do so leveraging our Agile Project Management and Engineering Approach. ”



Home Page
OurWeddingday.com

THE CHALLENGE

Celebration of Life.com wanted to build a website to cater to the wedding industry vertical with focus on brides. The website required features to allow brides to both build their online wedding micro site as well as provide wedding tools to organize their wedding. Hence, the website was both a scrapbook for events and activities in the wedding as well as a means to help organize the same.

The main challenge in the project was the fixed time frame within which we had to deliver the project. The first phase had to go live in 05 months. There was significant functionality involved in the first phase itself which involve website generation engine, newsletter solution, innovative wedding planning tools and a usability review of the complete website.

Further, the client wanted the requirements and exact architecture to evolve based on feedback of the users whenever each module was completed. Hence, different combinations were to be tried for workflow, usability and features before finalizing them. Further, once the Phase I was made live, a diligent, careful and systematic approach was required to support the live application and yet work on Phase II features.

THE SOLUTION

We develop a 3-tier loosely coupled architecture powered web application with great aesthetics and usability. We used Agile Project Engineering Techniques of Shared Code, Unit Testing, Regular Code Check in, Independent Modules along with Agile Project Management Framework with Small Iterations, Daily Team Meetings and Regular Delivery of Working Functionality. We were response to client requests for change, alternate scenario testing and changing priorities.

The solution comprised of a robust website creation engine which allowed brides to select the template, enter their personal information and images and create their custom websites on the fly. We also provided a rich AJAX driven wedding tools for brides which made it easy for them to plan various aspects of their wedding. The wedding tools were benchmarked with a popular desktop application and hence provided a high usable web interface. We also provided a feature rich admin functionality providing reports on various performance metrics and management of various website areas.

The website structure is extremely SEO friendly with customized and friendly URLs, good HTML structure, clean separation of presentation and business logic and good accessibility. Extensive database and page caching enables the website to load pretty quickly even on dial up connections. The web application meets all the SLA requirements on memory usage, peak traffic, transaction requests and response times.

We were able to deliver the website within a tight deadline and beyond customer's expectations. We were able to work on website upgrades, enhancements, support requests even as we were working on getting the critical Vendor Management System [Phase II] live on an even tighter deadline.

TECHNOLOGY

- ASP.Net 2.0 framework
- C# for code behind languages
- 3-tier architecture
- XHTML 1.0 Strict and CSS 2.0 compliance for HTML
- SQL Server 2005 database backend
- Clustered environment with support for additional web/ database servers without need for additional coding

BENEFITS

- A highly usable and best in class web application
- An easy to use and rich engine for website creation
- Number of wedding planning tools like budget manager, scheduler, guest list manager, wish list manager, event manager, invitation manager and dress manager among others
- Capacity to send thousands of email messages and newsletters per day
- Website management for one click update of members and member websites data
- Fast loading web pages optimized for slow connection speeds
- Over 6,000 pages are indexed in Google
- Page Rank of 6 within 6 months of launch
- Handles peak traffic load of 2000 registrations per day per server easily
- Support for clusters to handle future traffic increase
- Peak memory usage in server below 70%
- 90% plus availability of application even during support hours
- Low bounce rate for emails and links (less than 5%)
- 25% conversion rate for all email blast campaigns



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BRONZE WINNERS					
1419	Ginny and Ernie's Surgical Day: A Guide To Pediatric Anesthesia	Bronze	Kathe Carson Incorporated	Woodcliff Lake	New Jersey USA
1542	BE FERCE	Bronze	Marcus Thomas LLC	Cleveland	OH USA
1675	Sam Can Help	Bronze	17FEET Interactive	San Francisco	California USA
1973	Website Re-design Flash Animation	Bronze	Aclys Inc.	Farmington	CT USA
1910	HP (PAO Inv600) Product Demo	Bronze	Achden Interactive	Houston	TX USA
1963	Star Leasing, Inc.	Bronze	Arc Design	Fayetteville	NC USA
1986	STUDOMOTO	Bronze	Aspen Marketing Services	St. Petersburg	FL USA
2274	Robertson Honda Virtual Salesperson	Bronze	AVWeb Designs	Lancaster	CA USA
2212	Pearle Vision	Bronze	Brulert, Inc.	Beschwood	OH USA
2360	OurWeddingDay.com	Bronze	C3CUBE (C-3 Group, Inc.)	New York	NY USA
1719	Life to a Higher Power	Bronze	Chell Communications America	Ridgely Park	NJ USA
1715	Samsung Helix/ehelix	Bronze	Chell Communications America	Ridgely Park	NJ USA

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