

Case Study - Online Programming

Wedd Webb Design
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Situation:

Wedd Webb wanted to create an online service that would allow couples getting married to setup, design and manage an interactive wedding website. They needed a set of tools that would automate the entire process from start to finish. They had the business model ready to go, but they did not possess the technical skills to implement their ideas.

Challenges:

The initial challenge of this project was sorting through all of the ideas that the owners had. We had to see what was possible and what they could afford to implement. After formulating the specifications, the next challenge came in creating the many website templates that the project required. In all, over 10,000 graphics were created for this system.

Solution:

Once initial requirements were set, a series of online data-base driven programs (26 in all) were created to accomplish the required functionality. Scripts were created for selecting website colors, choosing layouts, editing website text, uploading pictures, tracking rsvps, managing a guestbook, sending announcements and more. All scripts were integrated with the newly designed website.

Results:

Wedd Webb is a successful high-volume website that generates over 1000 unique visitors a day. The site provides a steady income stream for its owners and provides brides/grooms an invaluable service.

The online programs have been upgraded to provide the best and the most in-depth feature set of any wedding website provider.

