

Service Provider Social Media Application

Client is one of the pioneers in the field of parental control systems for smartphone and tablet users. This European giant is focused on providing parents with safer and secure internet surfing experience on mobile and tablets for their children. They provide solutions for iPhone, iPad and Android users.

Overview

The client is a Chicago-based online marketing and consulting firm, specializing in the development of marketing solutions for the legal industry by leveraging social media technologies. The vision for product was to capitalize on self-expression and communication capabilities provided by social networking platforms for critical decision support activities like the evaluation and assessment of professional service providers.

Challenges

The Product is a Facebook application in the "Service Junkies" segment of Facebook applications. It helps Facebook users keep track of all the service provides.

Using this application platform, Facebook users are able to store information about specific services that they have used in the past, share their service provider's information with friends, search service providers, view the service provider map, rate providers and many more value added functionalities.

By inviting friends to use the application, users will be able to share service providers that they have used in the past with their friends and over time, build a database that consists of service providers across a wide array of industries.

Solution

The Application required support for millions of users, considering the viral spread of Facebook the applications performance and scalability were key requirements. We implemented extensive query, code

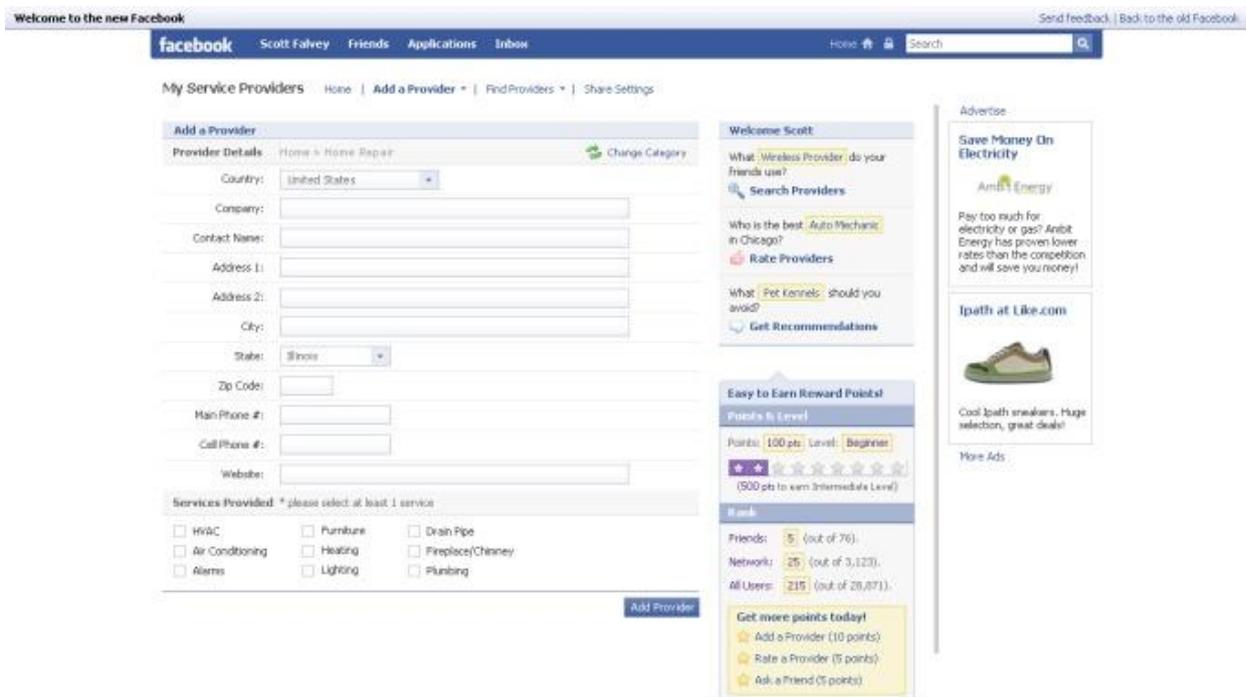
and database optimization techniques. Code refactoring and pair programming practices along with open-source performance monitoring tools helped in testing product for a large user base.

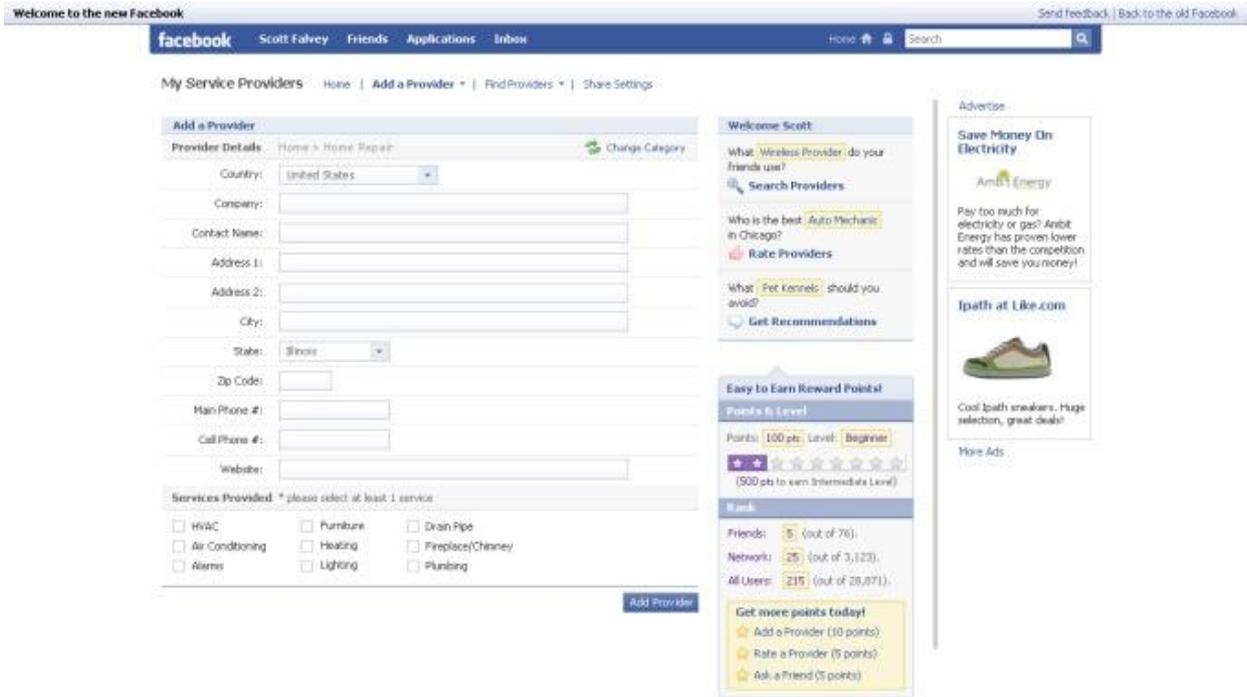
All team members were required to learn FBML, FBJS and FQL during the execution of the project. Facebook also provided FBML tags based on HTML tags which are useful for social networking development.

As the Facebook platform is at a very nascent stage, very little documentation is available for API, FBML, and FQL from Facebook. Project team members sourced all information from forums and other sources.

During development of Sprint 2, some intermittent errors were identified when using some FBML tags. HTML screens GUI display had problems as some HTML tags are not supported. We then moved application design to iframes and added source of HTML to iframe. This removed intermittent error due to unsupported tags as well as GUI is displayed as what we want to be.

Facebook has moved to a new profile design causing requirement of whole GUI revamping. We have just changed html source to look similar to the New Profile of Facebook. So no additional efforts were required for integration.





Technology

Java, Facebook API, MySQL

Conclusion

We used our outsourced product development expertise for social application development using SCRUM based agile approach for product development and to bring viral adoption of product with minimum time to market and lowest total cost of ownership (TCO).