

## Client Need

- ▶ Creating a high energy teen social network site with uniquely rich user interface providing the user a thick client feel.

## Challenge

- ▶ Keeping pace with social networking feature rain happening by the day.
- ▶ Short deadlines and urgency to go to market to be relevant.
- ▶ The need to be scalable and unique in presentation and needs.
- ▶ Increasing capabilities in technologies to make the UI richer using Ajax toolkits and client frameworks like Flex.
- ▶ An unconventional business domain
- ▶ Rapid changes in requirements
- ▶ AJAX Intensive UI

## iLink Solution

- ▶ Web 2.0 Folksonomy, rating, content creation, sharing
- ▶ AJAX based customizable Web UI using extJS , prototype library and Flash.
- ▶ Rapid delivery of beta product
- ▶ Complete release of Social networking website
- ▶ Best in class social networking website with Scalability and expandable feature sets
- ▶ Agile methodology based development

## Technology Used

- ▶ User Interface: AJAX, ExtJS, Web 2.0, Prototype Framework, Flex
- ▶ Middle Tier: ASP.Net, C#, Webservices
- ▶ Database: SQL Server 2005

## Tools:

Selenium, SVN, Bugzilla, NAnt