

Knowledge based Web Project.

Client: Radishes Agencies Limited

Project: Motherinfantcare is a knowledge based web project.

Project Description: Motherinfantcare is a knowledge based web project. This Web Site is a platform for creating an interactive Community of parents and experts from all over the world on the topic of mother and infant care. Objective of this web portal is to help the Parents and to be Parents (especially pregnant women) with the right information on relevant topics and to guide and solve their problems. One of the Primary Objectives of this portal is to sell mother & infant care products through Online Store which is divided into three sections namely Direct sales, Auctions and Promotional sales. The Final objective is to make the "motherinfantcare" a house hold name for every mother.

Scope of Work

Scope of Work	Website Development with various dynamic functions and CMS integretaion to manage the entire content from the backend.
Technology/ Environment	<ul style="list-style-type: none"> • Client Side : HTML 4.0, JavaScript 2.1, CSS • Server Side : PHP 5.2.3 • Advanced Script: Ajax • Database : My SQL 5.1.1 • Platform/OS : Linux • Template Engine : Smarty • Content Management : ESS Content Management System
Project Duration	8 Months
Team Size	1 Senior Project Manager, 1 Project Leader, 1 System Architecture, 5 Developers, 2 Graphic Designers

Challenges

- The basic challenge was budget allocation and its mapping.
- Generating Sales Invoices for both the dispatch locations, i.e.; Mumbai and Silavasa was also a challenge to do.
- Other areas of concern were invoice generation considering Direct Selling Agents (DSA), monitoring marginal contribution of sales order, Cost Centre mapping, manual entry of Sales and Purchase orders, manual inter branch accounting, reconciliation and generation of reports as per US GAAP and Indian taxation laws.

Solutions

This Portal has the following solutions being developed by ESS:

- Searchable site section
- Permission-based Access Levels
- User-Friendly Administration System
- Online Meet up and Organizing Meetup Events
- Powerful Content Management System
- Articles Section
- Product Reviews
- Advanced reporting facilities
- Online Store
- Products(seller/admin can maintain all product information on the web site in-house, including product descriptions, images, related products and even product categories.)
- Tracking of User requirements based on Customer database
- Online Chat (Experts / Doctors can create Chat Rooms)
- Newsletters
- Pregnancy Tools
- Mother Community

Results

- Web 2.0 compliance gives the following:
 - Rich Internet application techniques and Ajax-based CSS
 - semantically valid HTML markup and the use of micro formats
 - clean and meaningful URLs
 - use of Open source software
 - optimized search engine capability for frequently-used keywords
- Attractive design
- Contains relevant and authoritative information.
- Information is accurate, up to date and comprehensive.
- Maintenance, updating and development is possible in-house after initial set up by developer, no more than 4 clicks to get the information you need.
- Site works on all browsers with all screen resolutions.
- Monitoring program gives detailed statistics (IP Tracking, Geo-Tracking, Logs etc)
- Database connection Pooling
- Efficient search facilities