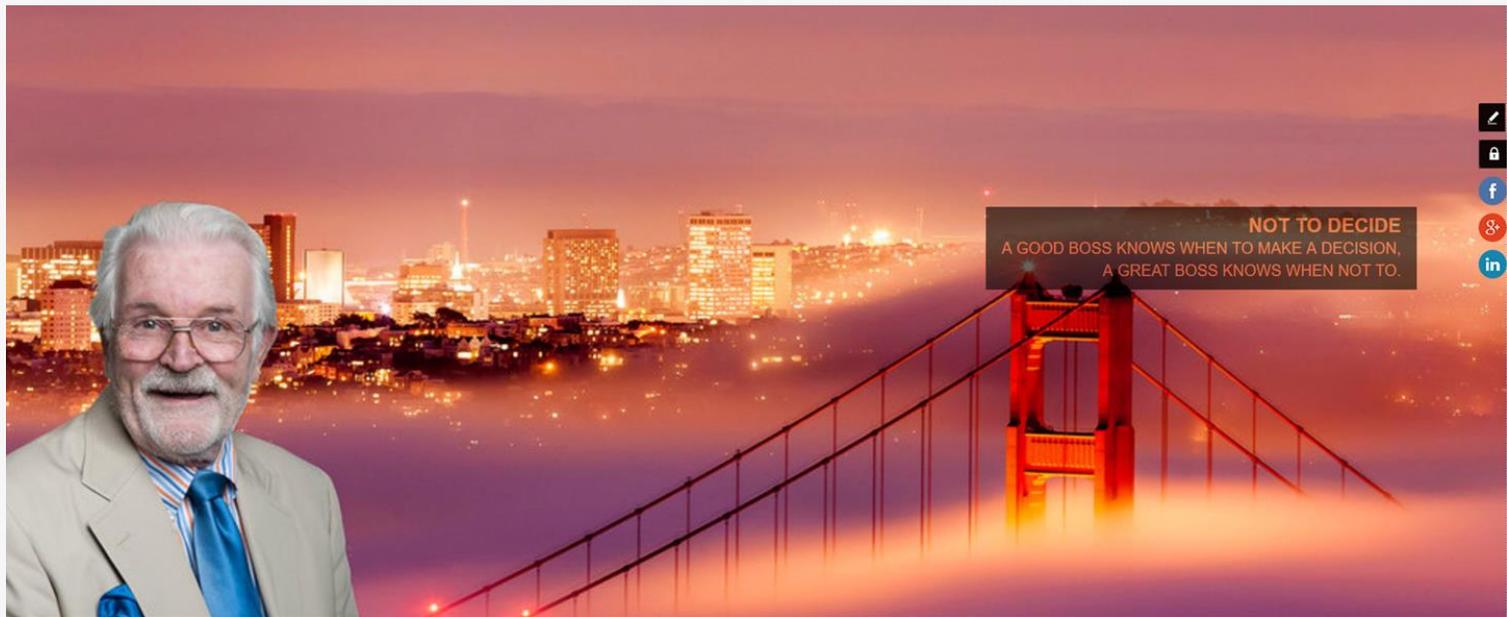


## Spread 50 years of wisdom to much broader audience through an informative website

a mobiLyte Case Study

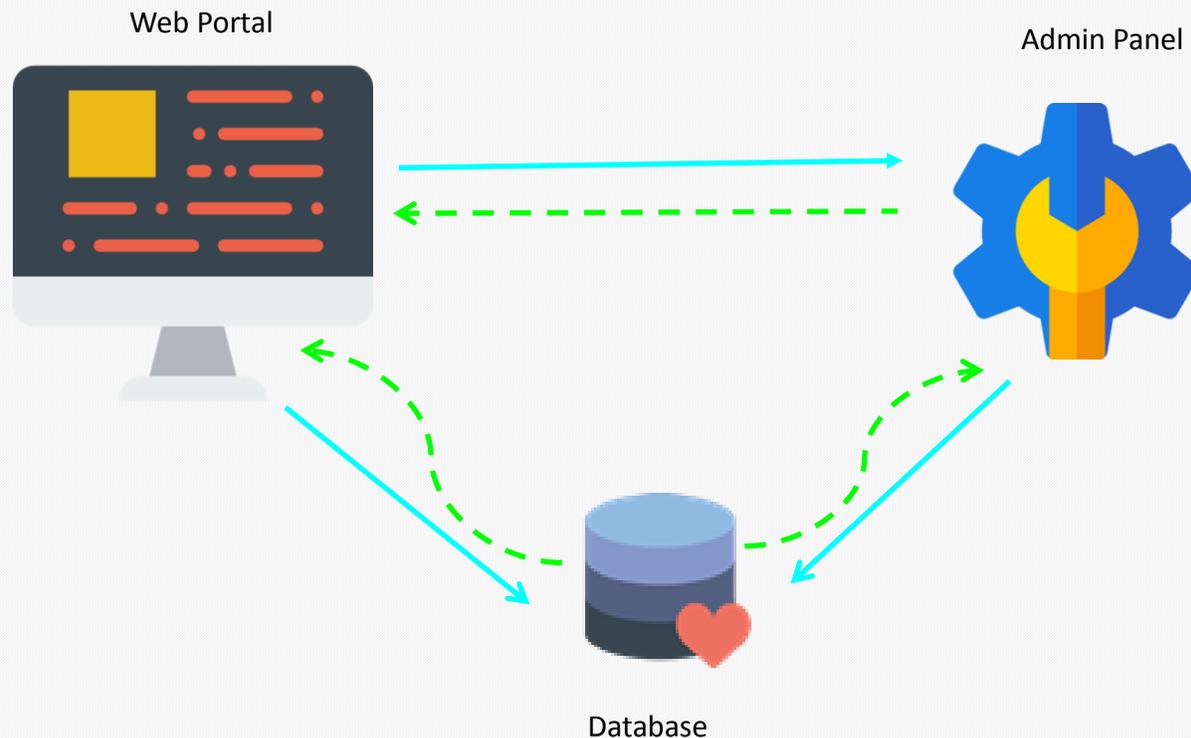


Authored by:  
MobiLyte Inc.,

### Brief

The website is an informative and learning website, launched by a professor. He is former mid-westerner, an international management consultant, a college professor, an observer of manager's & managing and a former freeway instructor. For over fifty years of his experience he wanted to share his beliefs, views, opinions, philosophy regarding management and leadership to his students and other folks, which he has compiled in the form of case studies, presentations and chapters.

As a business solution, we had converted his 365 Word document pages, PowerPoint presentations (case studies, presentations, chapters) in to an online learning/informative portal which is compatible with both web and mobile platform (standard sizes); and is accessible by users without any charges. Both mobile and web users can easily read and download the content. In addition to this, we had provided an online coaching request system for users which helped our customer to have traffic for his live coaching system.



Operational Specifications

**Web**

Cross Browser compatible with:  
 IE: 9 onward  
 Firefox: 49.2 onward  
 Safari: 8.2 onward

Functional Specifications - Front End User

- Visitors/Guest user can review content (under reflections and rambling web page) up to 5 numbers.
- Registered users can access all of the content (under reflections and rambling web page)
- Users can register on the website filling sign up form or from their Facebook accounts.
- Users can follow the professor/client on the social media pages (Fb, Ln, G+)
- User can ask questions, comment or share feedback by contact form
- User can request for the management coaching by submitting their coaching requests
- User has ability to pay coaching fee online using his/her PayPal account.
- User has ability to view photos of activities performed by professor along with some video content.
- Registered users are also able to download the content files to their local computers.

E-Learning Simplified

To meet the unique requirements of the client, a custom e-learning and informative portal was created. Where a user can read content, limited as per registration access. Successful registration gave users access of complete content and functionality such as the capability to download content in PDF format.

The system had been created keeping in mind the need for the administrator to manage content of resources and web pages. Along with this administration has ability to view and manage all registered users. Administrator has rights to respond for coaching requests as free of paid access.

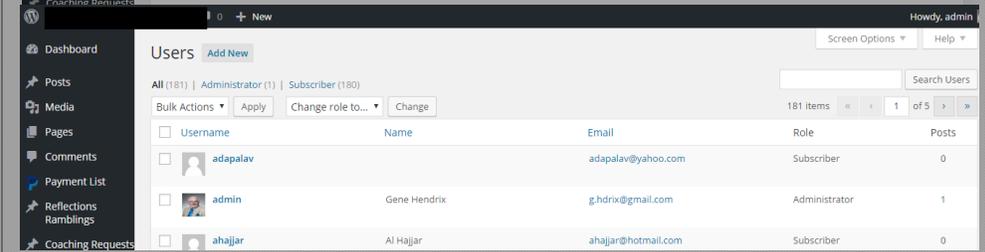
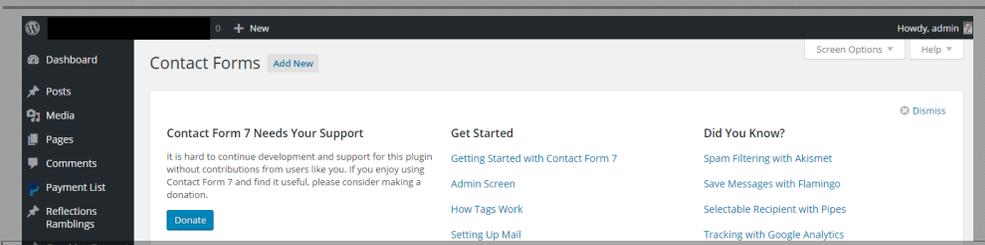
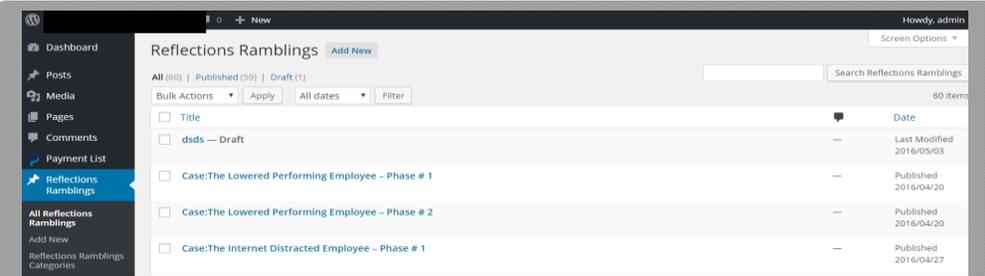
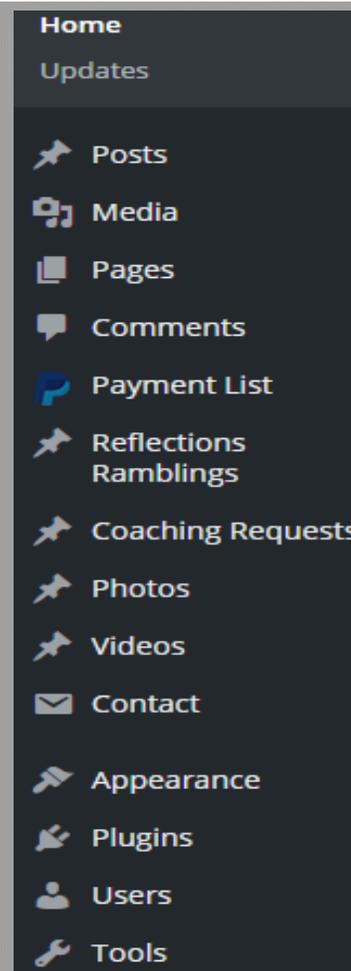
Key Take Away

We had received Word and PPT format files of resources and content. Our objective was to upload the resources on the web portal, so as to make it globally accessible for users. The Word file contained more than 350 pages. The main challenge was the content moderation before making them globally accessible. Integrity of content was such that any minor mistake or erroneous alteration could result in serious consequences. Optimizing the website so that heavy files could be displayed was a technical challenge. Management of file sizes was another hurdle the team learned extensively from.

## Functional Specifications

### Admin Panel

- To be able to manage users on the system
- Create new blogs and publish blogs on the website
- Upload or delete the content files
- Able to add YouTube videos
- Respond to the questions comments, suggestions asked by front end users
- Review coaching requests made by registered users
- Provide free or paid access for coaching
- Can view all transactions report
- Receives weekly email notification about:
  - No. of new registered users.
  - Number of messages received this week.
  - Content download this week.
  - Total revenue received this week.



The admin is also required to receive various forms of communication from the front-end users. This includes, but is not limited to, contact form, coaching request. The admin is able to manage the status of all of the above via the system. The admin also receives in depth metrics regarding registered users, payment transactions.

## System Control

The nature of this system is such that it required full on content moderation. This moderation ranged from controlling the resource file: case studies and exercises, PPTs, chapters; content of different web pages of the website: About, Clients, Self-Assessment; Videos and image galleries, along with coaching requests of free and paid types.

Admin has been given privileges to maintain his blog section where he had full access to post images and articles and share information and thoughts with his user base.

The final key aspect of the admin panel is weekly email notifications of various activities that are important for the business, which helped the client to gauge customer interest and revenue streams.

PROJECT APPROACH

Agreement on terms

Elicitation of requirements and documentation

Finalization of solution

Project Planning

Design & Development

Quality Assurance

Deployment



TEAM STRUCTURE

Project Manager

Project Owner

Development Support:  
Sr. Business Analyst  
Business Development Exec

Development Team:  
Sr. Web Developer  
Sr. UI Designer  
QA Engineer

Informed Decision Making

The approach towards project management at mobiLyte Inc. is one geared to generate outstanding results with minimal time and cost to client. The fine-tuned project execution places emphasis on planning so that objectives are clearly defined along with time lines.

The process begins with Business Analysis, wherein an analyst garners information from the client. This involves understanding of the business objectives, as well as real world implications of the project. A problem statement is defined, to solve which a solution is proposed. Upon detailing the solution, documentation is generated, which accurately records every piece of information that the system needs to take into account while being developed. Documents in the form of wireframe, functional, system and business requirements are

shared with the client for feedback and approval.

The development team along with the project manager generate a feasible project plan. The prime objective of the project plan is to implement core functionality at the earliest so that all major roadblocks are identified and tackled at the earliest stage of the project, thereby reducing risk. Timely updates on design, development was a key factor in MobiLyte's approach towards client satisfaction.

Quality assurance is a key aspect of ensuring project success. Every deliverable till final deployment is thoroughly tested by MobiLyte's excellent quality assurance team.

## STEP I

### Project Initiation

Project Charter

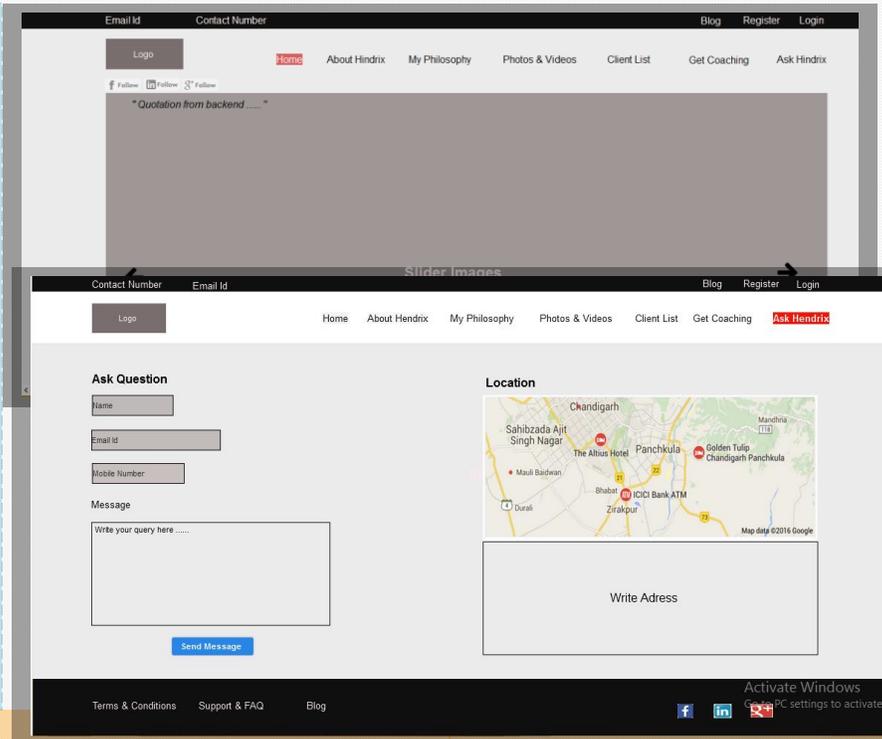
Cost-Benefit Analysis

Risk Analysis

Project Team

Business Case

Solution Architecture



### Solution Creation

Project initiation is about ensuring the scope and scale of the task at hand is understood clearly. Clear understanding of business processes and requirements enables the team to create a solution that provides real world value to the client. To this end, for the project, the vision of how the system to be built fit into the complete environment was heavily discussed.

Post discussions a problem statement was established, to solve which the proposed solution of a layered system wherein the roles of the Website and Administrative Panel were understood. Details of how the mobile app, website and admin panel would interact in providing control and usability to both front end users as well as the administrator were clarified.

The final deliverable for mobiLyte were defined to be:

- Project Documentation
- Wireframe
- Functional Requirement Document
- Flow Chart
- Requirement Traceable Matrix
- Notifications Document
- WordPress based website
- Administrative Panel

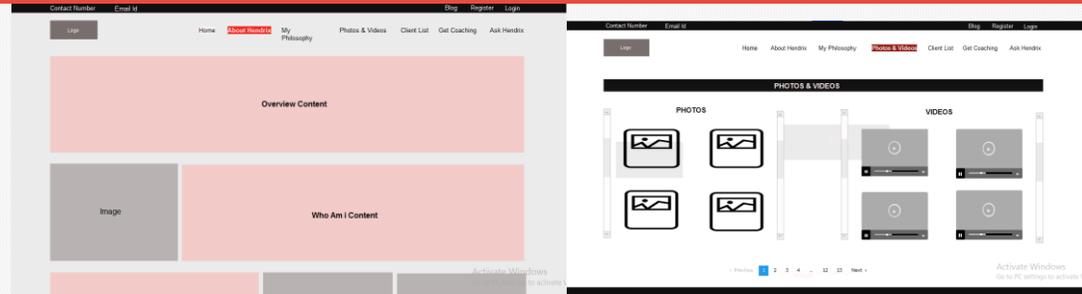
STEP II

Project Development

Project Plan

Functional Requirements

Design



Project Planning for Success

Documentation created by Business Analysts is shared and clarified to the development team. Based on the information required team members created a Project Plan. This plan is to outline the time required to build every minute detail into the system as per the Functional Requirement Document and the Functional Traceable Matrix.

The project plan approached the required tasks in an agile framework. Backlogs were identified, and milestones were established. Scrums listing out functionality to be achieved in a given time frame were generated such that time for QA, debugging and deployment was accounted for.

Project plans are thereon used to chart the progress of the project. The very first task for project development is finalizing the design.

Designs are based on answers received from standardized questionnaires filled by the client and the wire frame provided by the business analyst. The designs generated by the team are sent for rounds of feedback and approval from the client.

During this exercise, the development team is able to set up the required environments, and get a head start on database architectures.

STEP III

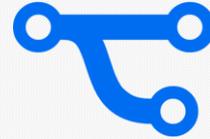
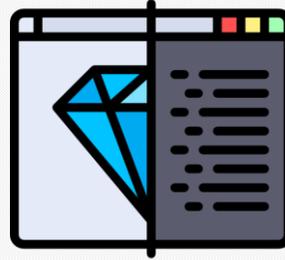
**Project Execution**

Development

Quality Assurance

Deployment

Post-Deployment Support



Software Engineering

For the development of the website, a considerable amount of time was spent in Research and Development, to bring on board technical skills necessary. Time was spent in analyzing payment gateways, their advantages and disadvantages, as well as their processing fees. Further time was deciding best way of delivering client's resources to all folks.

Content formatting was a challenge as it was required to upload content with best easiest ways and user should be able to download in pdf format. PPT's resolution and clarity was the important task to sustain to we researched various technique to keep content neat and clean ad same way to deliver to folks.