

Developing a Web-Based Journaling System for a US-based Client

OVERVIEW & BUSINESS NEED

The client is a US-based social networking site that helps users create, collect, organize, and share memories of all kinds. The client's core requirement was to develop a web-based journaling system to accumulate and organize different types of digital items.

The client wanted to create an online diary for users to keep a track of their day-to-day activities and important events.

SOLUTION

RSI developed a web application that offered the following capabilities:

• Features

- The application allowed users to create a personalized calendar or calendars to record previous events like plan future events, and organize media and information
- Added a functionality for users to create their own readable lists of items including, To Do lists, Galleries of Images, Albums, and Projects
- Added a functionality for users to share their calendars or content with others
- The application allowed users to automatically incorporate, organize and store content from other applications like Facebook and Twitter
- Added features like event scheduling, notifications and alarms, reminder prompts, contacts and message management, drag and drop functionality, pop ups with information about items when rolled over with the mouse, sharing with private or public groups, video and audio journaling etc.

• Administration

- Developed a feature-driven back end subsystem for statistical reporting, general reporting, user management, messaging and email newsletter management, integrated blog and forum management, advertisements and

advertisers management, certain page content management, and product sales management

- The application included a bidding style advertising module that allowed the administrators to setup and manage their own ads. The module also helped in displaying ads from 3rd party sources like Google's AdSense and others

• Security

- Users could choose to keep all or a part of their content private and secure
- Offered intuitive filter for calendars and/or blogs or other content to allow users to display the desired information
- Protected the user's data by using the latest encryption technology

TECHNOLOGIES USED

- Linux
- Apache
- MySQL
- PHP as a zend framework