

Animalpetbook.com

Case Study

Animalpetbook.com is a social network website for pet lovers, which lets users to share pets' life as well as to help other pets all over the world.

Customer:

Project: Animalpetbook.com

Type: Web development

Requirements: The customer required from Elinext Group developers to build a unique social network for pet lovers all over the world. The uniqueness of a social network is that actual users should be represented by pets and should have a way to add pets that need help. A social network should have support for social features such as sharing pet's life through uploading pet's photos and videos and adding pet's description and statuses. Users should be able to see other pets' public profiles, their statuses, characteristics.

Moreover there should be a way of searching pets near your pet by specifying country, city, postal code and even a distance from you. Making friends and personal messaging were also required. Another demand was to build a control system panel that would give website administrators a full website control. Social network should also have a way to collect



users' donation for pets support as well as users' feedback.

Challenge: Build a clean and concise UI that would support all the required features and would be fast and responsive to the user interactions.

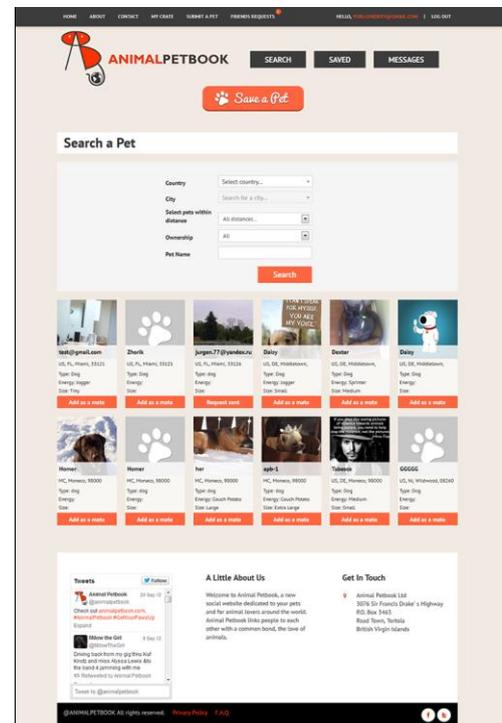
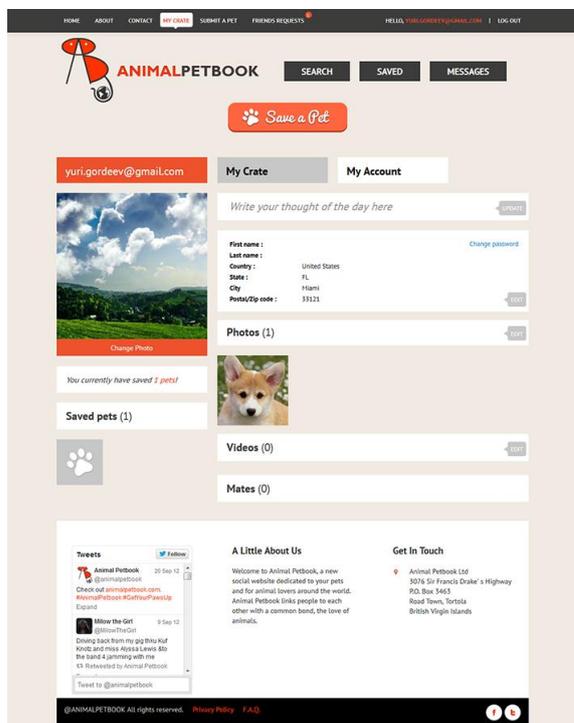
Solution and result: The backend of the social network is powered up by a proven PHP and MySQL technology stack on virtual private server.

The backend is well designed to fulfill future customer requirements and a growing load of the server. The client side is built using HTML and JavaScript.

The UI is designed with the use of a trendy Metro style. It's clean and informative and familiar to most of the users. Website has Paypal payment system integration using OAuth and Paypal RESTful services. A control panel for website administrators allows a full website control – such as managing website

users and pets, seeing processed donations transactions, controlling media files uploaded by website members. Website messaging system has a simple and convenient messenger-like appearance and works using RESTful services implemented on the website. There are also email notifications for various

website events such as friendship proposal, net pet submission and so on. As for other social networks – Animalpetbook.com has a Twitter and a Facebook integration.



Region: Worldwide

Industry: Social media, charity organizations

Engagement model: Hybrid model

Technologies: PHP, MySQL, XHTML, CSS3, JavaScript, jQuery

Duration: ongoing project

Staff: 1 developer, 1 designer, 1 business analyst

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