

# Good Day Doodles

<http://www.gooddaydoodles.com>

*A website with full Features such as Online Reservation and Photo Gallery developed using JOOMLA! Technology.*

## Client Profile

The Client is a highly respected breeder helping in attracting the market of pet lovers who are keen on purchasing multigenerational Australian Labradoodles. This accredited breeder is all ready to make a web debut for an updated listing of litters and soon to open up shop on the Internet in Feb 2010 with a practical, fun online presence designed to attract the highly targeted market of pet lovers.

## The Challenge

The challenge was to develop a website that was meant to generate an up to date listing, while also ensuring that the site was SEO friendly. A module that allowed the users to navigate the website with ease and convenience was required for enabling the Client to stand out of the crowd. We were engaged to work on a proprietary system that had the following qualities in mind:

- A high usability graphical interface
- Enhanced ecommerce functionality with parameters that define the utilities of the end user
- Generating an online application form so that users could send online orders for the Labradoodles species
- Live webcam transmission and video capabilities for live video display

## Our Solution

- We got to the crux of the problem by carrying out a preliminary requirements analysis, securing the predestined objectives with a thorough evaluation of the Client's business environment.
- We had made considerable developments to the user interface in order to optimize the end user's experience.
- We also enhanced the ecommerce functionality of the site by incorporating online payment acceptance features to improve online productivity.
- Seamless integration within pre-existing systems was also carried out.
- Quality assurance of software was enhanced with quality control paradigms and testing operations.
- We also added relevant and helpful information regarding the breed

## Technology and Process Orientation

The primary aim of the project was to implement JOOMLA Technology with features of Online Reservation and Photo Gallery. To enhance engagement with the client, we took up the customary practice of closely integrating the onsite and offsite teams throughout the cycle of project development with incorporation of the following technologies:

- Content management CMS (Joomla)
- Apache Operating System Environment
- MySQL Database Environment
- Installing Plugins
- Web hosting

## **Results or Benefits**

- The client had significantly saved on time and costs in the process of site development based on Joomla. Thorough analysis and requirements evaluation allowed us to perform the work in a time saving manner for faster turnaround.
- The live webcam capability enabled enhanced communication and streaming for the service seekers.

Solution implementation enables the client to expand the business for being an established market player.

## **Web:**

<http://www.gooddaydoodles.com/>