



Case Study



Icreon

Campus18.com

A social networking website for students

Our client wanted to create a virtual campus where students could interact with each other and create a network of friends. The delivered solution is a social networking website that provides students across India, an online platform with adequate tools and functionality to upload content to showcase and promote their talents in creating music, writing, film making and photography. Students can register to create their profiles, create and manage online user communities etc.

Customer Profile

Tangerine Digital Entertainment Pvt. Ltd. specializes in providing end-to-end content solutions for the digital media. It is part of the Network 18 / TV 18 group.

Business Requirements

Tangerine Digital wanted a website that would replicate a college/school campus. Aimed at students across India, the website was to provide them with a means to communicate with each other and as a platform to showcase their talents. The solution was required to enable students to upload their photos, music, videos and blogs, and tag them to selected categories. Students were also to be provided with the means to create and manage clubs (requiring administrator approval) that share common interests. A discussion forum for students to voice their opinions and communicate with each other was required.

A web based solution to create and manage a virtual campus

Icreon designed and developed the Campus18 website on the .net platform. The solution provides students with a platform to interact and communicate with each other.

Students can register to create their profiles on the website. Upon registration, each member is assigned a personalized room that includes various sections (represented as widgets) such as my profile, photos, videos, music, friends, clubs, messages, blogs etc. Content (in the form of videos, photos, blogs and music) can be uploaded and stored in the room. Students can tag content and choose to add this to public rooms from where it can be accessed by all members.

Students can communicate with each other via messages, comments, etc. They can also send requests to add members as their friends.

A student's room includes several additional features such as:

- **Virtual Room:** Students can design a virtual room to reflect their personalities. The functionality has been built with Adobe Flash. In designing a room, students can choose an existing layout or

can opt to design a room from scratch. Accessories such as furniture etc can be added to the room. Students can select an animated character as their avatar and can choose a roommate.

- **Date Keeper:** Important dates can be marked on the calendar. The date keeper displays reminders for the current month. The system also displays birthday alerts for all members who are on a student's friend list.
- **SMS Functionality:** SMS messages can be sent to members in the friends list and SMS groups can be created to send bulk messages.
- **Invite Users:** Students can invite other users to join the website. They can either key-in e-mail addresses of people they know (for invites to be sent) or import address books / contact information stored with their Google, Yahoo or Hotmail accounts. The website interacts with the relevant e-mail service provider's APIs to retrieve and display the student's address book on Campus18.com.
- **Notice Board:** Messages can be posted to the notice board of specific rooms – these become accessible to all visitors/members of the room. Feedback and comments can be posted on these messages.

The website includes public rooms (each for photos, music, videos and discussions) that are accessible to all members. Students can browse through available content within these rooms, add content, post comments, create clubs etc. The site administrator / owner has the option to highlight specific content.

Students can create online communities to share common interests. A request for a new community can be sent to the administrator; upon approval, the community is activated and the student is considered as its moderator. As a moderator the student can upload content (in the form of photos, videos, music and blogs) to the community, invite others to join, and dismiss members. The community is accessible to all members of the website.

The ASPNET discussion forum has been integrated with the website. Campus18 also includes an online storefront through which members can purchase content for their mobile phones - such as ring tones, wallpapers etc.

Content can be uploaded to the website, by the administrator, through XML files.

Technologies used in developing this application are:

