



Case Study



Icreon

My City's Best

B2C Generic Online Catalog of Services

Our client recognized the need for a comprehensive platform through which - on one hand numerous service providers could advertise their services to a large number of people and reap benefits and on the other hand the end client gets a perfect directory to view all the services that are available to him in a particular city. Icreon analyzed the requirements and came up with MyCitysBest.com. This web application provides a single platform using which information seekers can search for detailed information regarding facilities and services being offered in a particular area of choice and different service providers can showcase their services to a large number of prospective customers.

Business Requirements

Our client, Mr. Tom Luu required a web based solution to provide an interactive search service station, which would:

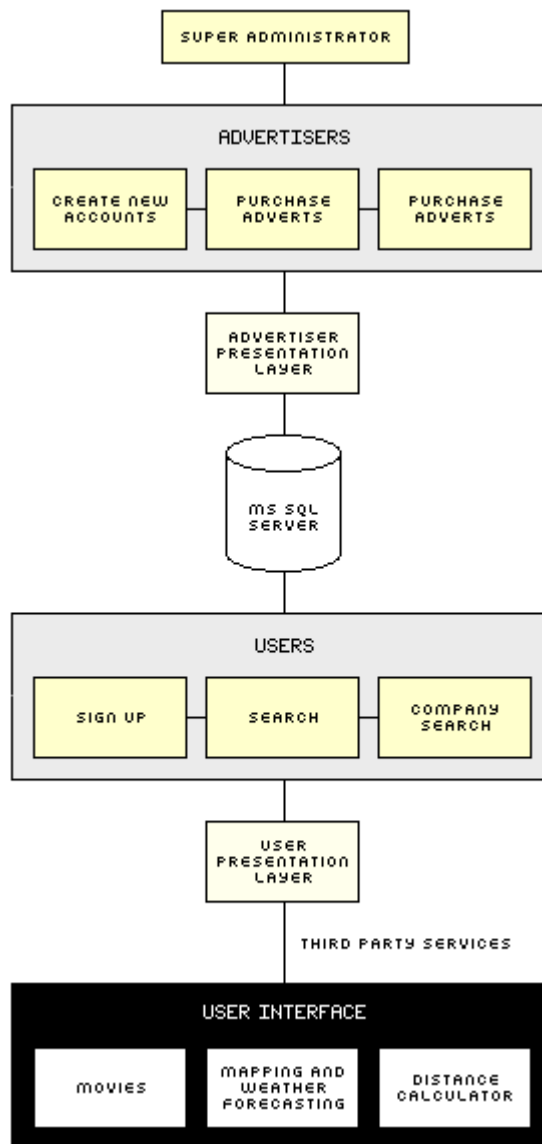
- Provide updated information on businesses, such as: restaurants, movies, entertainment, beauty-spa and health, shopping, medical information, education, legal help, hotels and travel.
- Provide an advertising zone to service providers.
- Provide a hassle free payment structure interface for service providers.

The company wanted to create an ultimate guide for end clients and service providers. They were looking for a web based application that would appeal to a large client base allowing our client to reap huge benefits with the inclusion of varying services provided. The solution had to be such that it could be maintained and updated by the website administrator(s).

Comprehensive Service Solutions Just a Click Away...

MyCitysBest.com was developed with an aim of providing a customized search platform for information seekers and service providers. It enables the former in getting an overview of all the major services in a particular area, and is an organized directory for the latter to advertise their special services.

It provides a unified solution to information seekers and saves them the hassle of searching through various different directories for separate services. Service providers get the best opportunity to showcase their services and their specialties to information seekers in the most effective and comprehensive pattern. The solution is based on the following technical format:



The solution has been developed on 3-tier architecture that enables the website administrator, the advertiser and the end-customer to manage their respective functions.

An administrator module has been developed through which the main administrator can control the web application's entire back-end process. The administrator's role includes:

- **Authorization:** The administrator is empowered to authorize advertisers to place their links on the web application.
- **CMS:** The administrator has complete control over content and can edit content on the web application whenever a need for the same arises.
- **MIS Reports:** The administrator looks after the various aspects of application management and is empowered to block advertisements in case of delay in payments on the part of advertisers.

- Management: The administrator is empowered with the management of the following sections:
 - City List
 - State List
 - Country List
 - Category List
 - Banners
 - Advertisers
 - Charges

Integration of an Advertiser Module has made this application a versatile one stop search guide. Through this module, advertisers get the following facilities:

- **Banner Advertisement:** Through which advertisers can choose to showcase their company's banners on all the pages. It is a paid facility and detailed information through banners is showcased on the web application.
- **Listings Advertisement:** Implementation of this paid feature enables advertisers to showcase their services in a detailed manner and also enables them to receive subscriptions under various categories to obtain better transaction results.
- **Free Advertisement:** This facility has been implemented for those advertisers who wish to display only basic information about their services.
- **Detailed Report:** Advertisers receive consolidated reports that enable them to keep a track of all viewer activities relating to their specific services.
- A shopping cart has been developed and integrated to this module enabling advertisers to buy services from the administrator.
- Advertisers are empowered to edit portions of their advertisement.

An End User module has been incorporated in the web application that enables end-customers to rank and remark on various services used by them.

A third party integration facilitates the web application in updating:

- The Movies Section
- Mapping System
- Distance Calculator
- Weather Forecasting

One of the most comprehensive smart searches has been developed in this web application to enable end clients in searching for appropriate services even if there is a spelling error – the search

algorithm built for the application compensates for typos – by suggesting alternate possible spellings for a word searched for.

Technologies used in developing this application are:



Summary

Our client required a solution to provide a collaborative platform of services to advertisers and information seekers in order to increase awareness about the services offered by various service providers on one hand and on the other, to provide detailed information to the end user. The web application developed by Icreon surpassed its expectations and has been of immense help to the sections it was addressing.