

Client Description

The Client is the Outlet Center, providing guidance to the US best Outlets. It caters details on Outlet Center, Outlet Mall and Outlet Store in the USA. Outlet center facilitates end - users to search 275 outlet centers & 12,800 factory stores in USA.

Project Description

Map projects are web enabled, theme based projects that allow mapping different categories through different websites. These websites catalog contains Mapdentist.com, MapAttorney.com, Mapplumber.com, MapAuto.com and a variety of others. Map projects intend to give ultimate online search experience. These multiple theme based websites make search specific and easier so that users may access only specific Map websites to find and navigate information for specific information requirement. Map projects are best to use when someone wants service details with respect to location and type. The main website is www.MapCategory.com which provides links to all other Map Websites however, user can also visit these websites directly through the following links: MaDentist.com, MapAttorney.com, MapPlumber.com, MapDoctor.com, MapDine.com, MapVet.com, MapAcupuncture.com, MapOptometry.com, MapAuto.com, MapChiropractor.com, MapPhysician.com and many more.

Business Challenges/Issues

The challenges which confronted at the time of Map Project built are as follows:

- Creating multiple theme based websites.
- Lack of proper documentation.
- Marketing of MAP websites through which user's attention could be acquired.
- Attention was paid for changing application interface to give it a new look for each website.
- Enhancing application performance.

Key Consideration and Approaches

- Map project is designed by business listing options which resolves the website marketing issues and furthermore application logos, images and banners fulfill the required deficiency.

- Map projects are theme based, so that each website would give a different outlook. Map projects are structured in a way that only outlook of the websites would be changed because of its theme based characteristic while code remains the same for each website.
- Websites performance has been enhanced by providing advanced search options.

Benefits

- Multiple websites strategy which provides an easiest way to all of its consumers to search in a more comprehensive way by browsing one specific Map project website at one time directly. For each category of Map, a separate website has been developed.
- Map Project websites create and provide geographic data such as street maps to anyone who wants them.
- Powerful marketing purpose logos and images are displayed in terms of Showcase listings. Other than showcase premium, it also exhibits service details. Information releases with respect to the selected business listing option.
- All Map projects allure consumers through its user interface enhanced by rich features. Each website is fully designed by listing, banners, images, logo and several advanced features which make website outlook attractive.
- Map Website provides theme based solution which caters time sensitive services.

Technology

- Server Machine:
 - Window server 2003
- Clients:
 - Windows 2000, ME, XP Professional
- MS Visual Studio 2005 was used for all presentation layer development.
- MS SQL 2000 was used as backend database server

Contact Information

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