

Case Study:

Bhubaneswar Golf Club Website Development



Overview:

Bhubaneswar Golf Club approached ESSPL to present a strategy for the design and develop a high profile site to create its web presence felt globally at par with all the leading Golf club sites around the world. ESSPL has worked in number of web related projects and has been appreciated for its innovativeness and creative approaches to different challenges it faces while providing the right solution. This time also, the web developers and designers at ESSPL provided the most effective solutions, maintaining the originality in approach.

The Client

Bhubaneswar Golf Club is one of the premier golf club in the state of Orissa (India).

What the Client Needed:

With close discussion and consultation with the Bhubaneswar Golf Club authority, developers at ESSPL followed the established process to research and architect a complete plan for the structure and positioning of the website consistent with the objectives of the club.

The solution needed to the client is not just a regular website with dropdown menus and static images spilled over the whole background. Rather what they needed is a web portal that can enrich their web presence, through an expressive and most feature rich interactive design solution.

The client wanted the site to be innovative and effective enough to offer its users with a much more integrated and engaging experience than any standard website. At the same time the client need a frame work for the site that would have greater flexibility in managing the contents and data presented through the site.

The Challenge and the Solution:

Studying the requirements of the client, ESSPL proposed a Flash® based solution for the client, as it is the most suitable technology available for the most expressive interactive design/ development purpose. But, the biggest challenge in designing a feature rich Flash® content for website is keeping the file size distribution under control. As for this particular case, most of the target users of the site were expected to use dial-up connection with lower bandwidth, this became a major challenge to create a highly interactive Flash® site for such users. But this was resolved innovatively by splitting the whole interactive into several individual units, which would be loaded to the browser depending upon the user's need. Images, Swfs, media clips and text content sources – all these were kept as external data sources so that these would load into the flash interface on the run time and would result in a powerful Flash® interactive with faster loading capability.

Along with this a database was provided for administrative and image gallery purpose, and these were designed using ASP.

So the solution comprised of the following:

- Interactive Flash based interface allowing users to have an engaging experience.
- A golf sport intro that will match the over all theme and vision of the site.
- Usage of external data source for dynamic loading into Flash® so as to create a faster loading site.
- Use innovative and creative menu structure for a clean and user friendly navigation structure, which will also go with the art work of the site.
- A database solution for administrative and image gallery purpose.

Technologies Used:

Client Side	Flash 7, HTML, ASP, Javascript, CSS
Server Side	XML
Database	MDB
Platform/ OS	IIS, Windows 2000

Value addition to the Client

After the launch of the site, Bhubaneswar Golf Club achieved a dominant image in the web, in comparison to the other golf clubs across India. This site enriched the brand look of the Club as one of the most sophisticated and growing golf clubs across the globe. The use of latest technology to build a state-of-the-art portal, projected the Bhubaneswar Golf Club site as one of the leading web-design examples for the developers of the country to follow.

Value addition to ESSPL

This project was one of the major Flash based web development projects undertaken by ESSPL. Looking at the growing usage of Flash in software development field for web, it is worth a point to note that through this project, ESSPL added a lot to its knowledge base in interactive design and development multiple browser platforms (from Desktop of a PC to PDA and Mobile applications).

Feedback:

The response of the client was overwhelming. Apart from this the site was appreciated in volumes not only by the client but also by some other organizations round the globe as well. A Netherlands based site Linkage (www.linkage.nl), described the site under Just Great category as it found its visitors "Love the website and presented work!"

Contact :

Rajeev Ranjan
Delivery Manager

Enterprise System Solutions Pvt. Ltd.
Infocity, Bhubaneswar, Orissa, India – 751024
rajeev@esspl.com
Ph: + 91 - 0674 - 6531101



About ESSPL:

We at ESSPL offer a collaborative approach to software solutions, which helps its customers in building the solution that really fits their need. In every engagement, we bring in the years of our expertise to make sure that it is completed within the business guidelines. The success of ESSPL is measured by high degree of customer satisfaction and is well reflected in extremely high number of referrals from all its existing customers.

One of the key aspects of building right solution is selecting the right technical platform. We let "Technology Selection" driven by your business needs, rather than anything else. And this is what our solution delivery team keeps as highest priority while working for you in every steps of solution building.

To know more about the company and the solution it provides, please feel free to visit www.esspl.com

Disclaimer:

® Flash is the registered trademark of Macromedia (Now Adobe)

All content/ information presented here is the exclusive property of Enterprise system solutions Pvt. Ltd. (ESSPL). The content/ information contained here is correct at the time of its publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from ESSPL.

© 2005-06 Enterprise System Solutions Pvt. Ltd. For more information visit www.esspl.com

Enterprise System Solutions (P) Limited, Infocity, Bhubaneswar, India 751024.

Phone: +91 - 674 - 6606000, Fax: +91 - 674 - 6606050, E-mail: ess@esspl.com,

URL: www.esspl.com