Case Study

Icreon

Picture in a Book

An online photo album creator

Our client wanted a web based solution that would allow people to upload photographs and use them to create personalized albums. An easy to use tool to design the album layout and include various design elements as photos, frames, backgrounds, colours, text etc with it was to be built into the solution. Icreon designed and developed the website using Flash. Users can register with the website to create high quality photo albums and order them online. The solution provides for the creation of user groups enabling users to design and create albums in collaboration with others.

Customer Profile

Our client is a UK based venture.

Business Requirements

Our client required an online platform wherein users could register to design and create photo albums. They were to be provided with the means to upload photos/images and use them in combination with design elements such as clips arts, frames, mounts, backgrounds, text elements etc to create personalized albums. Users were to be provided with the means to order their completed albums. A collaboration model was required enabling users to form groups and work together in creating albums. The administrator was to be provided with the option to mange the website including tasks to define the pricing structure, process orders, manage album layouts, upload design elements etc.

An online tool to design and create photo albums

The pictureinabook.com website has been completely developed in Flash. The Flash client interacts with the PHP layer to send and retrieve data from the database.

Users can register with the website to be assigned storage space (the limit and validity period can be set by the administrator) to which they can upload and store their photographs. The photos can be organized into custom defined categories and can be used in albums.

Users can make use of a blank album canvas or can choose a sample album to create their album. The album design interface displays the album layout selected by the user and the various design elements (uploaded by the administrator) such as clip arts, backgrounds, mounts, frames, page layouts, background colours, text elements, callouts, etc. Elements can be dragged and dropped onto the album pages and can be customized (resized, rotated etc). Users can insert their photos into the album. Online printing orders can be placed for completed albums. Users can accessorize their albums from the available options such as dust covers, binding etc. The website also includes provisions for users to track the status of their orders.

A number of users can work together to create an album. A user can request a creation of the group and upon approval from the administrator is assigned as its group manager. He/she can invite other users to join the group and can create multiple albums. Pages within the albums can be assigned to specific members. The group manager can define the pricing structure for the albums. Multiple groups can be formed into an organization.

The administrator module provides the website administrator with means to manage the websites. The tasks that the administrator can perform include the following:

- **Asset Management:** Upload and manage design elements including clip arts, background images, frames, mounts, call out blurbs and page layout templates. Each of these elements can be organized into categories to enable easy access.

- **Album Tools Management:** The administrator can define the specifications for various albums including details such as dimensions, maximum and minimum pages etc.

- **Managing Album Accessories:** At the time of ordering albums users can opt to purchase accessories such as spiral binding, dust covers etc. The administrator can define the accessories available for each album and their prices.

- **Managing Extra Charges:** Additional services and their charges such as speeding up a delivery process etc can be defined by the administrator.

- **Managing Printer Directory:** Details of the various printers used for printing the albums can be stored in the system.

- **Defining Discounts:** In order to promote the website a whole range of discounts can be offered to the users. Administrators can define the types of discounts on offer and can set the duration of the offer.

- **Allocation of Storage Space:** The storage space allocated to users and its validity period can be managed. The price for purchasing additional storage space can also be set.

- **Process Group Requests:** Administrators can view and process the group creation requests submitted by users.

Technologies used in developing this application are: