



## Case Study

# Sibbelink

Online Family Announcements

**Sibbelink, a Netherlands based company, wanted a solution that would enable users to share important events of their lives with friends and family. Provisions were required, enabling users to create and publish announcements and make online payments for the same. Icreon delivered to Sibbelink a web based solution that enabled users to make online announcements of births, marriages and deaths in their families and receive comments and feedback from visitors on the same. Backend modules were developed enabling the administrators to manage and maintain the website.**

## Customer Profile

Sibbelink is a startup venture, based out of Netherlands.

## Business Requirements

Sibbelink desired a solution that would enable users i.e. announcers to reserve space, for a defined time period, on the website in order to display and share announcements of important events in their lives such as births, engagements, marriages and deaths. Provisions were required enabling announcers to make online payments, create, edit and cancel announcements, customize the layout and attach personal details to the same. Facilities for users to search and browse through announcements and post comments on the same were required to be developed. Features such as online polls and customized newsletter subscriptions etc were to be built into the solution. The solution was required to enable the administrators to perform website management tasks such as publishing of content, canceling or suspending announcements, creation of polls, uploading advertisement banners etc.

## An online platform facilitating the sharing of family announcements

Icreon incorporated a host of features and functionalities in the solution enabling users to easily create and share announcements.

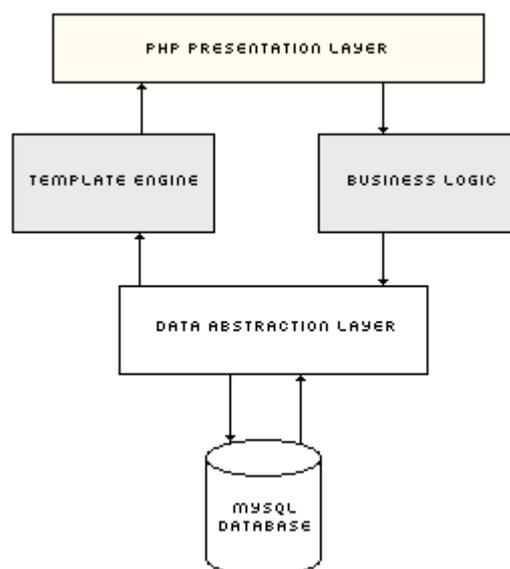
Users can create and post announcements under various categories i.e. Birth, Engagement, Marriage and Death. An integrated WYSIWYG text editor enables announcers to easily enter and format the text for the announcements. Flexibility has been built into the application by enabling the announcers to customize the layout of announcement either by selecting from the predefined library of layouts (created by the administrator) i.e. backgrounds, images, borders, audio files etc or by uploading their own layouts. Based on the announcement category selected, announcers can attach personal data with the announcement. They can enable or disable visitors from posting comments and can choose whether or not to moderate/verify the same. On the creation of an announcement a confirmation email is sent, to the creator, containing links to publish, edit and delete the announcement. In order to access an announcement for extending its validity or for

modification/deletion purposes relevant links provided in the confirmation email have to be used. If need be, an announcer can provide his email address and have the confirmation mail, for a specific announcement, generated and resent.

Extensive search options have been provided enabling users to search for announcements on the basis of category or on the basis of an announcer's personal details. Users can email a selected announcement to friends, post comments and send feedback to the administrator on the same. Comments posted by the user can be verified against a spam list (set by the administrator) enabling the filtering of content. A PDF version of the announcement has been provided enabling visitors to easily print and download it. Extensive website tracking features have been built into the application to capture the number of page views, click throughs etc, based on which the most popular announcements are selected and displayed.

Users can subscribe to and set preferences for customized newsletters, such as all births or all deaths in a particular city etc based on which content of the newsletter will be generated and sent to the user.

The administrator module provides the administrator with functionalities to manage and administer the main website. They can publish and upload content appearing on the website such as News, FAQs, etc. Administrators can view all published and unpublished announcements created by announcers and can cancel or suspend the same. Functionalities enabling administrators to upload and manage banner advertisements, create layout libraries and spam directory have been provided. Administrators can enable selected users to make announcements for free. Statistical reports for website usage, advertisements etc can be generated and downloaded.



**System Architecture**

**Technologies used in developing this application are:**



## Summary

With the successful delivery and implementation of the solution, Icreon has enabled Sibbelink to create an online community of users, facilitating them to share announcements with family and friends in an easy and cost effective manner. Users can create and customize the layout of their announcements, add sound and set options to enable visitor comments.