



## Creating a Dynamic Platform for Social Interaction

### Introduction:

One of our clients in the education sector wanted us to create a social platform where alumni, students, parents and school management can connect and benefit from the interaction. The system desired was one that connects all the dots in the communication matrix between all the groups so that they engage information seamlessly.

### Opportunity:

Networking -> Connections -> Success. This is the new-age road map for success for every person to move ahead of competitors in any field. Whether it's about growing business, launching a startup, for studies or getting job referrals, networking is paramount. Our client required to create a digital platform for alumni interaction that will serve as a trusted engagement portal and not become spam over time like in the case of social media group engagements such as on FB or LinkedIn. They also needed to quickly find scarce skills at the right price to provide embedded software development services. The company tapped NorthAlley's industry knowledge and highly skilled professionals to work with.

### Solution:

NorthAlley's experienced professionals with domain expertise first developed a digital channel strategy, business case and relevant architecture design in collaboration with the client. Implementing advanced technologies from among the EDGE toolkit and following our unique EDGE process, NorthAlley built for the client a dynamic and interactive web platform touching all their requirements and traversing all pain-points.

The main idea behind this platform is that people can get trusted help from their alumni. The client looked to solve the problem of sustained alumni engagement, filling the interaction gap between students and the alumni. The major stakeholders of this platform are Students, Alumni, and schools/colleges. Individuals from all the groups can easily access the solution on their computers, tablets and smartphones and stay connected from wherever they are.

Our collaboration has resulted in development of a sophisticated platform that is helping to drive numerous benefits for our client, including revenue-growth opportunities, improved visibility and cost efficiencies, and a greatly enhanced customer experience.

### Technologies Used:

Backend Development Language: PHP

Framework: CodeIgniter

Backend database: MySQL

PHP Library: HybridAuth