

## Remarkable User Experience

### Introduction:

A full-fledge alumni platform was built to enable meaningful alumni engagement by one of NorthAlley's clients. It is backed by an enormous pool of functionalities stuffed into the service allowing students, the school, its alumni and parents to engage, bond and contribute for the growth of the school. It creates a powerful eco-system that facilitates seamless interaction, provides guidance and promotes mutual success.

### Opportunity:

A great user experience is what distinguishes high performers and that is what attracts more users. The client approached NorthAlley for building in stellar UI/UX that will be a key attraction point. Every decision NorthAlley makes while building our product/service stems from the user level. We understand the requirements and build from base keeping in mind the ultimate goal is to satisfy user needs. Our client sought to add amazing features to its alumni management platform that will allow them to provide remarkable user experience to their customers.

### Solution:

At NorthAlley, our ultimate goal is to make our clients happy and that happens only when the users of our client are satisfied with the service offered. NorthAlley is an expert at bridging this gap. Using a mix of technologies from the EDGE Toolkit, we built for them certain features that give the users of the platform a clean and simple interface to work with. With social media integration and secure hosting on the cloud, we enabled quick access to data and shareability from anywhere at any time. We also implemented additional features that allow easy initiation, monitoring, reporting and management of the services.

Mobile apps have one clear advantage in general and a well-made app can provide a far better user experience than even the best websites are capable of. As majority of users browse the internet using their smart phones or tablets, NorthAlley is developing a mobile application for the client available on Android as well as iOS.

### Outcome:

#### **An enriched database that is always up-to-date**

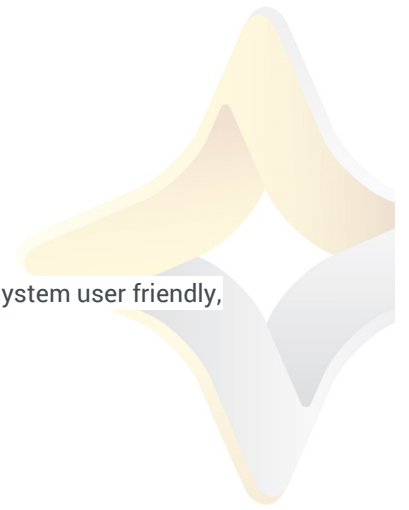
No more forms, emails or spreadsheet updating. With social media integration alumni can sign up on the platform in less than a minute. Whenever they change their information on their Facebook or LinkedIn accounts - the database is updated, automatically.

#### **Spam control and privacy**

We helped the client prevent outsiders from messaging members and mask the communication channel in conversations among members as well. We offer superior control to users over data shared in their profiles.

#### **Admin Interface**

An updated admin panel with intuitive and simple interface, enabling all user controls at finger tips.



### **Mobile Application**

NorthAlley is developing a mobile application for the RighLink platform that makes the system user friendly, convenient and easily accessible.

### **Technologies Used:**

Backend Development Language: PHP

Software framework – Codeigniter

UI – Bootstrap

Backend database: MySQL

Application Programming Interface: Google API