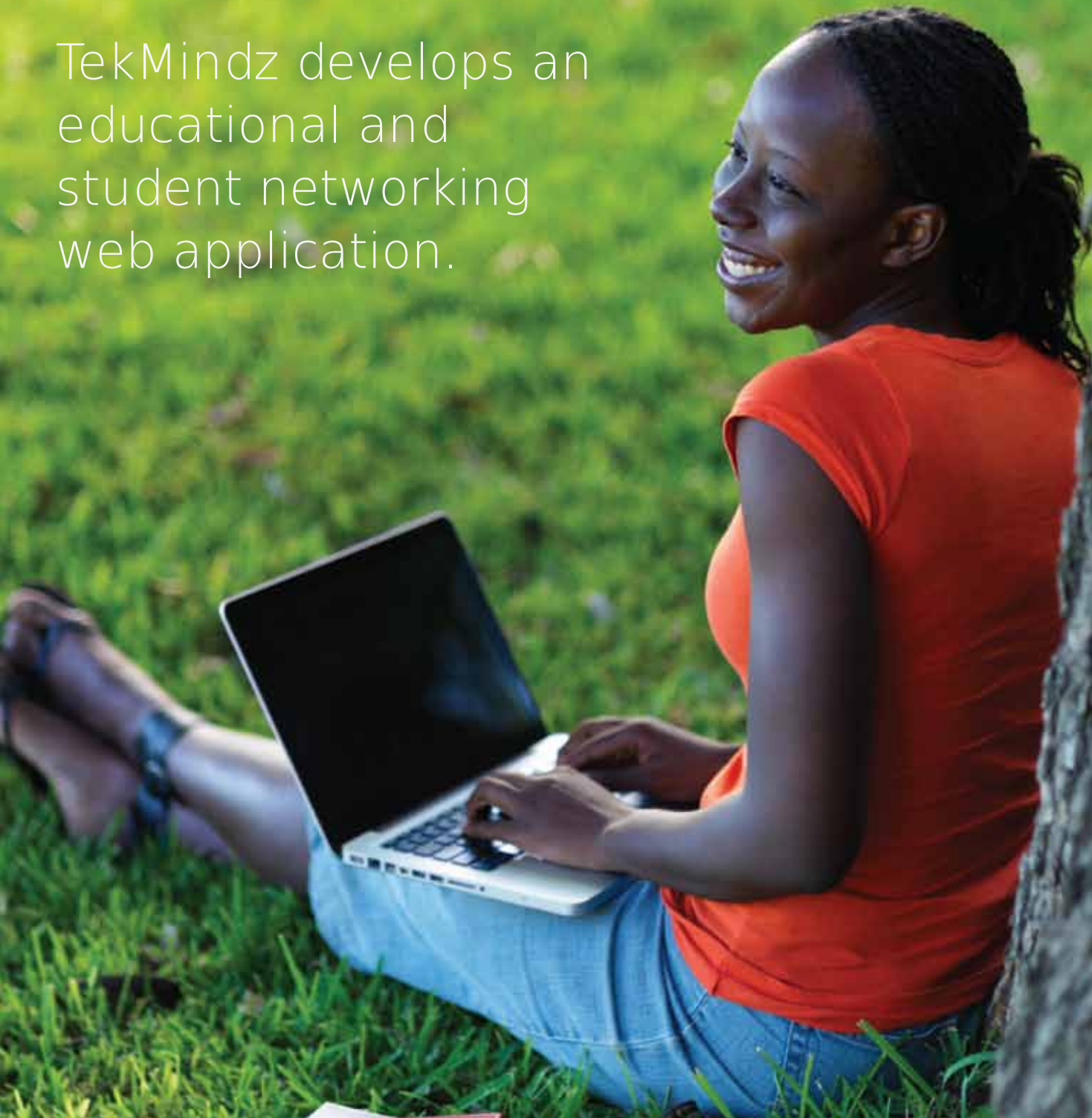


WEB 2.0

# STUDENT SOCIAL NETWORKING

TekMindz develops an educational and student networking web application.



# Case Overview

The Client is an educational and student networking web application. It delivers high quality interactive experience that allows millions of students and members to interact in social, cultural and educational contexts. This provides students a platform to exchange ideas, to connect and to share information. Kutana is where students combine academics with fun.

Kutana, an interactive student based community portal, provides user friendly niche social networking and aims at combining academics and fun. It is a live virtual-collaboration environment that provides a number of specialized features to students in universities globally for socializing, education, and communication. It also provides a central platform to students to interact with potential employers

## Our Journey

Our Client approached us with their idea to create an interactive social networking and learning platform for students. Their requirement was to create a social networking portal that integrates academic learning and information dissemination with interactive fun-play.

TekMindz came up with a complete solution and demonstrated their framework - to develop an educational and student networking web application with complete features of interactive knowledge sharing with integrated social media networking.

The web application is designed for a web 2.0 social networking portal.

## Issues Faced

It was essential for us to take into account the interests, needs and agendas of the intended target audience. We needed to design an implementation strategy categorically for different roles within the education ecosystem for:

- 1) The institution as a whole or Administrative,
- 2) Professional or Academic, and
- 3) Personal

The other major challenge was to develop metrics to measure the value of online social media activity. Creating value metrics was challenging due to the nature and dynamics of social networks.

# The Solution

We designed a social media platform to integrate with their existing web based e-Education product. To facilitate eCommerce features with social networking concept, we incorporated functions for integration with payment gateways, allowing students to buy various academic / non academic products. Further, to optimize the social networking user experience, we added features such as real time fully integrated Chat interface, People Around You (a special feature that suggests users profiles of other network users), and Easy Plug and Play integration with existing applications. The web portal delivers remarkable performance and Response Time.

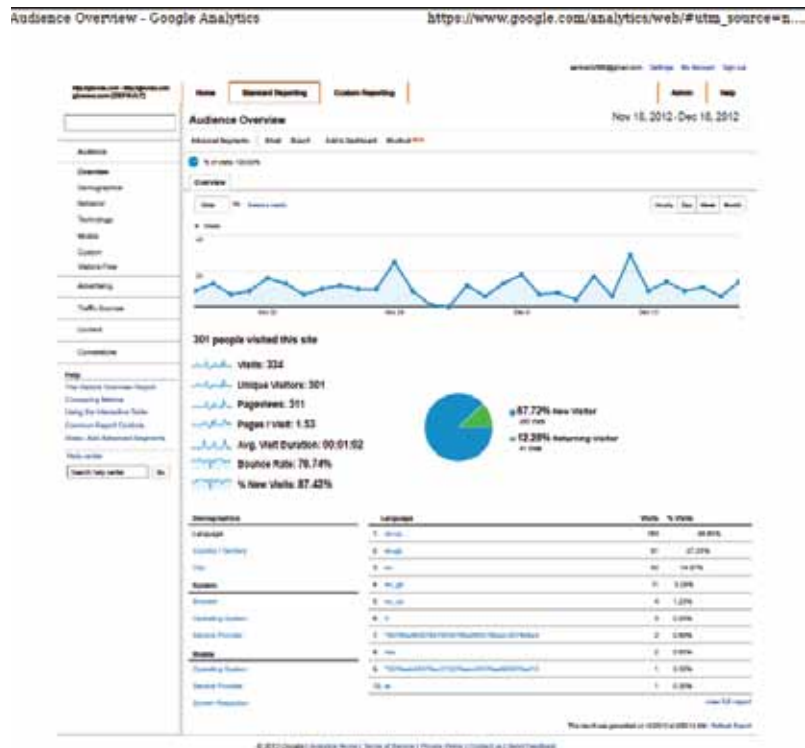
To effectively manage concurrent Web Traffic, the Portal was designed to be Scalable.

The Web Portal incorporates essential academic features to support students learning and development through Online study groups to share ideas & knowledge, Course forums, e-learning & Professor Reviews with Live Question & Answer Sessions.

The portal offers a special feature that allows students to create a profile page to advertise and post their CVs for Job hunting and gives members access to potential employers.

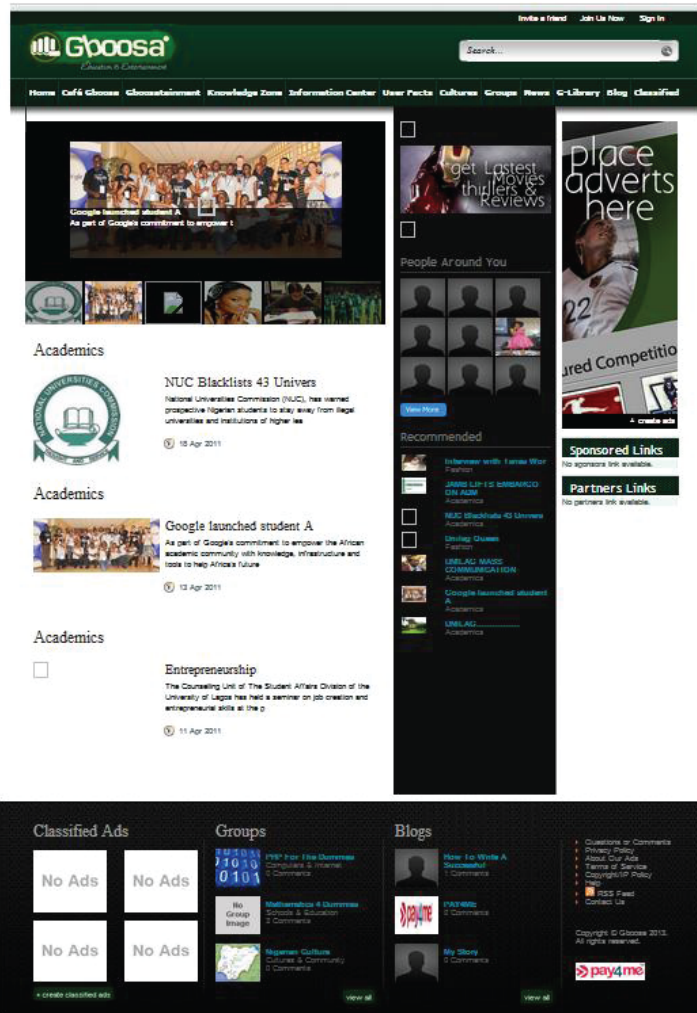
The web portal is equipped with interactive social networking features such as Instant Messaging, Networking with friends & classmates, advanced Note Sharing system, Customizable secure privacy controls, and functions to Create, Edit & Share media to view, rate & promote student media.

The Portal offers other innovative web features such as purchasing airline tickets or phone top-up cards.



# Value Creation

- **Less Time To Market** We enabled our Client to launch itself with TTM advantage by providing inbuilt SEO and Web promotion features.
- **User Experience** We created a platform with the idea of offering the ultimate User Experience with innovative features. The Portal displays Interactive GUIs with a professional outlook and with the facility to let users customize their pages using themes and portlets.
- **eCommerce** The web portal is enabled with Integrated payment gateways to perform online transactions and purchase various academic products such as books, research papers as well as non academic products such as airline tickets and mobile phone top-up cards.
- **Career Support** Students can browse through jobs and interact with potential employers by creating profiles and uploading CVs.
- **Social Media Marketing** The web portal offers features such as Ad Management where registered users can post advertisements and Partners & Sponsored Links where registered users can endorse links. The revenue generated from social media marketing initiatives goes to the portal administrators.



# Key Features Incorporated In the Portal

- ✓ Chat & IM
- ✓ Online study
- ✓ Course forums, e-learning
- ✓ Live question & answer sessions
- ✓ Advanced note sharing system
- ✓ Secure privacy controls
- ✓ Create, edit, & share media
- ✓ Purchasing airline tickets or phone top-up cards
- ✓ Post a CV for Job hunting
- ✓ Access to interact with potential employers
- ✓ Web Stores with secure online payments
- ✓ Mobile Version of the website
- ✓ Widgets for various mobile platforms

## Functions: A Snapshot

- Student chat & instant messenger
- Online study groups to share ideas & knowledge
- Course forums, e-learning & professor reviews with Live question & answer sessions
- Network with friends & classmates; Advanced note sharing system
- Customizable secure privacy controls
- Create, edit, & share media to view, rate and promote student media
- Other web features such as purchasing airline tickets or phone top-up cards
- A profile page to advertise and post a CV for Job hunting
- Access to interact with potential employers

## About TekMindz

TekMindz is an IT consulting & technology services company with headquarters in India, serving clients across Asia/Pacific, Middle East, North America and Africa. Bringing together technology, people and processes across diverse sectors for organizations around the world, TekMindz enables business enterprises and governments to most effectively serve their customers and citizens.

Know more about us by visiting our website at [www.tekmindz.com](http://www.tekmindz.com)

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