

# Case Study MomsWorld



# Case Study

## MomsWorld



### Client Profile

[www.momsworld.com](http://www.momsworld.com)

Startup – 2007

### Business

Social networking/Web 2.0 community website for mothers to express their views and exchange ideas about handling difficult situations dealing with parenting!

### Business needs addressed:

- Technology recommendation
- Build Vs Buy decisions
- Software platform development
- Database Design/development
- QA Testing
- Third-party integrations

### Testimonial

“Smartsourcing team members are a pleasure to work with. In addition to their facility and skill in building websites according to plan, they also frequently volunteer creative and efficient solutions for improvements we hadn't thought of. They are smart, proactive, and very pleasant to do business with.”

- Katharine de Baun, Partner, MomsWorld

## Challenge

The founders of MomsWorld had formulated a business idea to develop a community website for mothers, based on the questions that come up daily, even hourly, regarding parenting. The website was intended to be a place to explore and share all of those difficult moments in parenting when a decision is needed, yet there's no universal right answer! The site allows moms to express their divergent views and exchange ideas about handling difficult situations dealing with parenting.

MomsWorld needed to translate their business requirements into technical specifications and convert the idea into an actual working product.

They needed a reliable technology partner to take complete ownership of the development efforts, and work in collaboration with the business team. As a start-up operation, MomsWorld had a limited budget for technology and needed the first phase of the application developed in a scant three-month time period.

## The Solution

Smartsourcing Global's strengths made it a perfect match to provide MomsWorld with cost effective, rapid development:

- Onshore and offshore presence
- Experience in web applications
- Knowledge of social media
- Expertise in developing Web 2.0 application

Our team analyzed the requirements and added value every step of the way by refining requirements and choosing the right technical solutions to meet both short term and long term goals. Our agile team could adapt to the changing requirements and expectations as needed.

# Case Study

## MomsWorld



### Technologies

- Ruby on Rails
- MySQL database
- Linux
- Ajax
- Open source JavaScript libraries
- Integration with Twitter

### Services Offered

- Application Architecture
- Business requirement Analysis
- Information Architecture
- Project Management
- Software Development
- Database Modeling
- Frontend development
- QA Testing

Smartsourcing Global provided end-to-end technical support, beginning with decisions on technology and tools, software architecture, and engaging the right resources on the project; as well as project management, implementation, testing, deployment and maintenance. The project was developed on the 'Ruby on Rails' platform.

The robust platform was built to comfortably allow for scalability and future enhancements. Smartsourcing Global provided a CTO (Chief Technology Officer) for the project, who chose the right libraries, tools, and development methodology to develop the project within budget constraints and timelines. AJAX was used to develop a rich UI.

The application was integrated with other sites, including addthis.com, Feedburner, Wordpress, Recaptcha, etc. and the latest release is integrated with Twitter.

### Results

This application is a great example of how rich web 2.0 social communities can be developed with high performance and a sophisticated content management system.

The application was delivered on time, within budget, with rich UI features, on a robust platform.

Attesting to the success of collaborative relation, MomsWorld offered a partnership stake to Smartsourcing Global. We continue to build features for MomsWorld.