

CASE STUDY: BALD GENIUS



Technical Specifications

Programming: PHP

CMS: WordPress

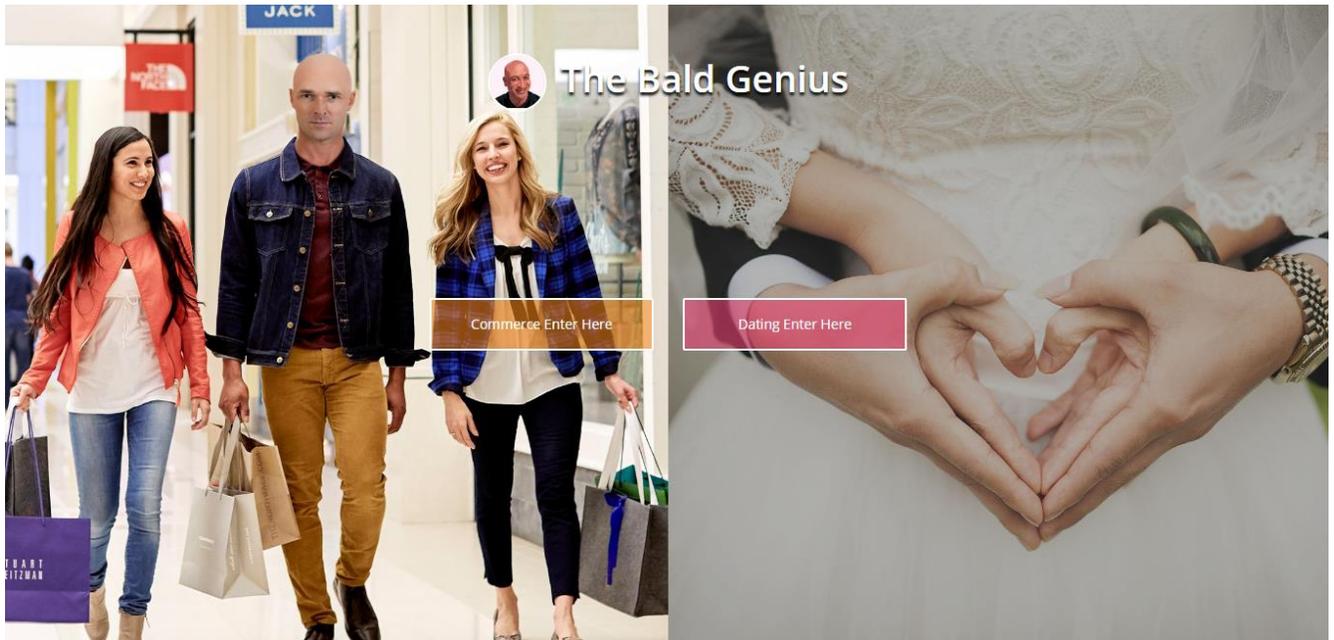
Database: MySql

Design: HTML5, Bootstrap3, CSS3, jQuery

Hosting: GoDaddy

Background:

Bald Genius is a multi-functional website that includes almost everything such as E-commerce, Crowd-funding, Online Dating, Barber contest etc. It is a unique platform that implements Mailchimp, WooCommerce, Set of campaigns, Guinness World Record participation, and much more.



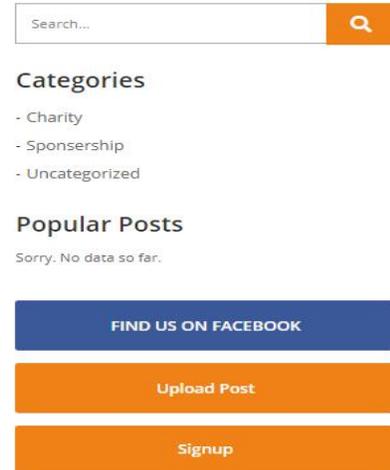
The Problem and Challenges:

The Client approached Ariel Software Solutions Pvt. Ltd. with a raw idea and no specific details to build a platform having two exactly different sites, one for Ecommerce and the other for Dating.

It was quite a challenging task to create a single platform with so many different features like E-commerce, Crowd-funding, Online Dating, Barber contests for world records etc. with role-based logins and creation of Advertisement forms using Ajax.

Other challenging parts were to create the fundraising functionality, Sponsorship Programs, and Extra privileges feature for the special users.

The final and the most important challenge was the strict timeline.



The Solution:

For an efficient delivery, we had discussion with the client to gather as much details as we could in order to deliver the best possible solution as per his expectations.

The final product included the following features:

We created the functionality of role based users in this website and used Woocommerce for product sales. For the crowd funding section, added the functionality of fundraising from frontend to make it easier and user friendly for the users to run their campaigns and donate funds to other running campaigns.

For the Events section, we created the functionality of buying tickets for the events. For Event Sponsorships, we added a simple form for the Sponsors which they can easily fill out and sponsor the events of their choice.

The most appealing part of this website is **Bald Genius contests** where users can directly register themselves and participate in **The Guinness World Record** championships.

Further, to make this website completely user friendly, there is a functionality of uploading images to the gallery from frontend so the users can easily add images to their campaigns, profiles, events etc.

Also, there's a feature of Founding and VIP members who get extra privileges on products purchase and access to the limited edition products.

Results:

Upon completion, the final deliverable was an easy to use, user friendly, highly responsive and well-functioning multi-functional site as per the client's requirement with following features:

- **Ecommerce**
- **Dating**
- **Crowd Funding**
- **Events and Contests**
- **Member Subscriptions**

