



Stiff Design
13 Burford Road
Stratford upon Avon
Warwickshire
CV37 7ET

tel: +44 (0) 1789 551869
e-mail: pete@stiffdesign.co.uk
www.stiffdesign.co.uk

Project Case Study:	Right Person au pair website development
Web Address:	www.rightperson-aupair.com
Start Date:	April 2007
Completion Date:	January 2008
Document Author:	Peter Stiff
Document Date:	July 2 nd 2008

Right Person au pair

The central remit of the Right Person au pair website development was to make the process of finding and matching au pairs, nannies, carers, domestic workers, housekeepers, mother's helps and families as easy and efficient as possible.

Outcome

Stiff Design guided the project from conception to completion drawing on both design and website engineering skills to create a fully featured automated matching website. Working from the ground up we created a complete online identity and delivered a specialist matching website that has exceeded the projects expectations.

Adopted Approach

We began by identifying the key areas that were vital to deliver a superior online matching service. We considered the essential audience and identified the technology platforms and possible technology compatibility issues that arose from the different profile groups. The infrastructure was then planned out along with the views and journeys that the website users would take in interacting with the website interface.

Once all the technical considerations had been identified we created a logo and developed a look and feel for the website design that was both corporate and people orientated.

Following this we created the webpage templates using Cascading Style Sheets (CSS) and built in search engine optimisation from the onset. Adding the navigational elements we then rolled out a site skeleton defined by our information architecture model.

From here we devised and develop database schemes and programming functionality towards the project aims that are robust and scaleable.

Implement the business and management systems using appropriate technologies and server programming.

Developed and deployed a bespoke content management system (CMS) for remote administration.

Integrated the e-commerce subscription element within the clients chosen credit card processing service provider and build in post payment handling systems for user accounts.

Secured a suitable host for the operational deployment of the project along with required customisation of the server environment.

Advised on a strategy towards achieving good search engine page ranking.

Website Features:

- Subscription engine and integrated payment component
- Advanced user data collection web forms
- User account management tool set
- Real time Google language translation integration
- Scalable language variant content pages governed by bespoke CMS
- B2B tool set for agency client account management
- Back-end profile matching with automated email broadcasting
- Advanced search web forms
- Searchable news database
- Advanced power list component for dynamic list building on member profiles
- Really Simple Syndication (RSS), matching profile feeds tailored to individual accounts
- User hot list component
- Cascading Style Sheets (CSS) page authoring and web page design layout