zühlke
empowering ideas

Project Note

Community event zone for everyone

A new product allows participants to post photos on the Internet that can be viewed and commented on by others. In this project, Zühlke defined the agile development procedure for adjusting existing software.

swisscom fixnet

Task

In the future, anyone wanting to share a party, birthday, sports competition, wedding or other event in a community with others can invite friends or all Internet users to do so in My Bluewin World on an Internet homepage made to his own liking. All participants can post photos and videos on the Internet and view them, comment on them and rate them. Zühlke defined the procedure for adapting an existing software, supported the publication of the product and the start phase. A project contract described the idea of the product. Swisscom Fixnet implemented the site offerings in collaboration with an external software supplier. The latter had a product it was supposed to adapt to the Swisscom Fixnet's new idea. The task was to place a live beta version of the product on the bluewin portal in a short period of time and improve it constantly in a user involvement process.

Implementation

The agile development procedure allowed the application requirements to be completed incrementally and the software supplier's iteration results to be tested weekly. An online collaboration system ensured an optimum exchange of information between the supplier, the customer Swisscom Fixnet, and Zühlke.

Even during the development phase, an initial user test yielded useful results that were incorporated into the work. The customer accepted the software solution incrementally based on detailed information from the design phase. Product characteristics were recognized early on thanks to this iterative approach. Marketing was able to start working on the launch even at this early stage.

Technical Data

Agile, incremental, iterative development procedures

Web 2.0

Customer benefits

- The customer benefited from Zühlke's vast experience in implementing agile development procedures.
- The iterative approach ensured optimum preparations for Go Live: User tests helped to optimize the product and marketing had an adequate basis to work from.
- Zühlke's assistance with project management lightened the load on the customer's teams.

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