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Code Optimization Project

Case Study

Client

One of the world's leading online meeting services.

Technologies Used

PHP, Zend Framework, MYSQL, DOJO, Jquery, and other Web Tools

Benefits

» Better website usability

» Increased availability

» Increased site traffic, increased revenues

Project Description

The Code Optimization Project's goals were to optimize the existing design and code for the online meeting service's website. The goals were to improve the performance, efficiency and usability of the application so that the end user has a seamless, easy web usability experience.

Business Challenges

Increasing the speed of the application, decreasing the load time and other resources and eliminating code redundancies. Increasing application availability - to have the server API look-ups available at all times by trying alternative techniques. Simulate fault tolerance in the application. Improvements in the user interface look and feel. Improving the navigation and information availability in the application.

Solutions

» The online meeting application creates many cookies in its operation. Obsolete cookies were identified and removed to improve performance. The challenge was to make sure that removal of these cookies did not result in unforeseen side effects.

» The free demo option available on the site failed sometimes because the API look-up for the meeting code failed. A Cronjob was used to gather the meeting code so that in the case of the API servers were unavailable, the previous meeting code could be used.

» A number of small projects were created to improve the look and feel for the existing site. A number of new instructional videos were created to improve the usability.

» A number of navigability and information availability improvements were made so that the user can get there with fewer clicks. Other design considerations include use of CTA (Call To Action) buttons, CTA tables, proper View Port Utilization, etc.