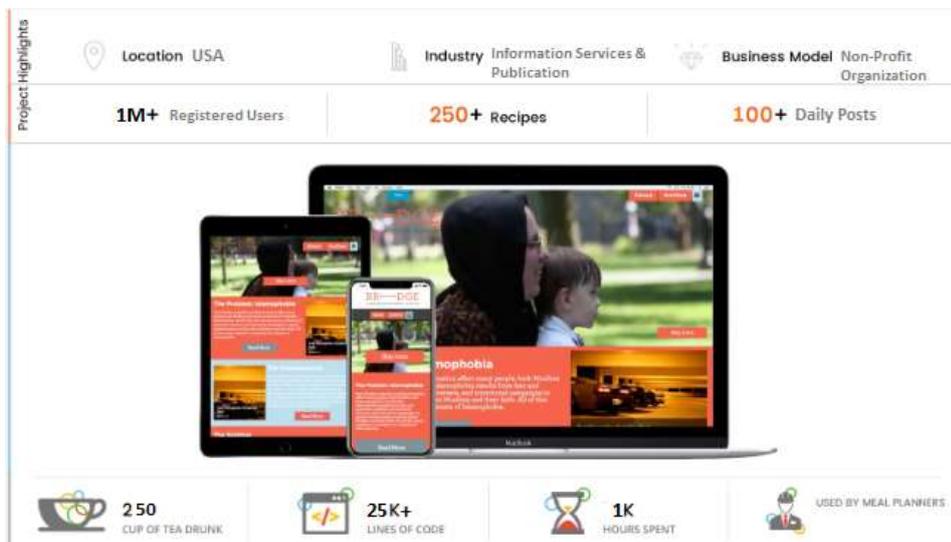


Bridge Initiative – Bridge the Gap between Islam and Christianity

Bridge Initiative is a noble mission running among different branches targeting different goals but needs a single back-end.

Snippet:

Bridge Initiative is a noble mission to bridge the gaps between people of two different, but major religions of the world, Islam & Christianity. The prince of Saudi Arabia has initiated this great mission by establishing a non-profit organization with several branches. Collaboration and communication were issues and Perception System, USA had managed those nuances beautifully by creating five different domains with different purposes and targets. However, an advanced yet single back-end for all domains was capable of meeting all requirements of the client organization.



What Client-organization Needed from the Perception System?

The client was a non-profit organization run by the Prince of Saudi Arabia. The organization aims to remove the myths and disharmony prevailing between communities of two biggest religions, Islam and Christianity. Therefore, client-organization has selected the name “Bridge” for its noble activities.

The client-organization has taken Omnichannel approaches using news for presenting facts, articles to break myths, stories to engage the audience, and various other concepts, such as alerts, notifications, instant messengers, podcasts, and videos to reach a vast audience across the globe by providing meaningful activities to bridge the gaps.

Unfortunately, the activities were carried out by several different branches of the organization. The lack of synchronization and collaboration was apparently affecting the work, monitoring, and management at admin and all levels.

Thus, client-organization demanded to develop software solutions using our expertise and experiences on the web platform.

How Did Perception System evaluate Needs of Bridge Initiatives?

With the help of personal interests of client-organization, Perception System, USA has defined individual aspects matching with the subject, and based on each aspect, we have identified domain accordingly. Albeit, everything was preserving a common understanding of bridge activities.

After thorough analysis, we have segregated the Bridge Initiatives into five major sections:

Domains:

- Bridge Initiative (<http://bridge.georgetown.edu>)
- My Bridge Story (<http://www.mybridgestory.com>)
- Submit Your Story (<http://www.sharewithbridge.com>)
- Islam-o-Phobia Reframed (<http://www.islamophobiareframed.com>)
- Interactive Map (To Initiate story. Right now, it is not available)

Features:

- All five domains should run on a different server to deliver front-end UI but should manage with a single back-end.
- Apple's podcast service must be integrated with Google Alerts for daily news feeds.
- UGC (User Generated Content) was at the core of all activities, so a story submission module has priority.
- Approval module provides publication of right user stories.
- URL networking is an essential functionality to connect different sites with a single back-end.

Genuine Approaches Taken by Perception System for Bridge Initiative Web Development

Analysis:

We have allocated our BA team to analysis the client's requirements. In the beginning, the software development team has analyzed the concept of hypothetically. Afterward, we have closely inspected the entire process at the client's premise.

Project Planning:

Based on our findings, we have created flow diagrams for the entire workflow and plan the project development process by defining technical implementations.

Project Architecture:

Web architectures at Perception System have defined the entire back-end application architecture for database synchronization, and the front-end architecture with navigation, modules, and data interactions within and external systems.

Wireframe & Prototypes:

After several attempts and meetings with the client-side team, our web application designers have prepared wireframes and prototypes citing all possible workflow diagrams, navigation, and data flows.

Designing & Programming:

After getting final approval from the client for prototypes, we have started final designing of the interface, UI elements, and various modules for all five web portals with required coding for interactions and integrations. We tested the modules on each stage and completion of each milestone.

Monitoring & Controlling:

After a marathon discussion, we have set up a rich dashboard to provide a complete visual cue of the processes running on the different portal and along with real-time updates.

How We Reached the End-to-End Solution for Bridge Initiative?

The journey toward end-to-end solutions was full of challenges. However, our dedication towards the goals led us to deliver the solution successfully, as well as within the prescribe timeline & budget.

Development Methodology	We followed the KANBAN methodology to manage and execute the system. We have listed features of the system as product backlogs and web development carried in a continuous delivery model.
Behavior-driven Development (BDD)	We have adopted BDD approaches to bring collaboration between client-side team across the various branches and web development team along with seamless communications.
Segregation	We broke down the entire development process using WBS (Work Breakdown Structure) methodologies to address almost all requirements of client-organization.
Designing	We have designed a common back-end system by inclusion of all functions and features to address the needs of each domain.
Programming	We have built five front-ends and a back-end using capabilities of WordPress and core PHP as well as APIs integrations.
Support & Maintenance	We have committed for long-term support and maintenance with a feasible plan sign up by the client.

Striking Features in Bridge Initiative Web Solution

We have created essential features, functionality, and advanced designs for all five web portals running on following different domains.

Bridge Initiative (http://bridge.georgetown.edu)
My Bridge Story (http://www.mybridgestory.com)
Submit Your Story (http://www.sharewithbridge.com)
Islam-o-Phobia Reframed (http://www.islamophobiareframed.com)
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Technologies We Used in Bridge Initiative Web Development

The project was for the full stack development team with a challenge to create a common back-end for different five front-end UIs. Therefore, we have used the latest front-end as well as back-end web development technologies to deliver interactive and dynamic web experiences.

Standard web technologies including HTML 5, CSS 3, and JavaScript.
MySQL as database management software.
WordPress framework to create enterprise-grade CMS.
AJAX for dynamic coding.
JQuery as scripting aids.
Apache HTTPD Web server.

Final Results

<i>Milestones & Deliverables</i>	<i>Achievements:</i>	<i>Satisfaction:</i>
We have decided milestones and deliverables with the consent of the client and delivered the web portals in the continuous delivery model.	Today, more than 85K users were using the system to interact and receive or download the content to join hands in the noble mission.	The client-side team was more than happy by seeing 500+ daily visits and accumulation database with 1M registered users, as well as submission of 100 posts daily as user-generated content.

Client Testimonials:

After successful testing & deployment, the client had expressed gratitude in the following words.

For us, collaboration and communication among different branches for a smooth and automated workflow was a nightmare. However, hard work of WordPress development team at Perception System, San Jose, USA realized it with an end-to-end web solution to stay longer and work delightfully on a great mission.