



Consagous Technologies Pvt. Ltd.

CASE STUDY

THE CLIENT

These all are our clients for this project.

Eric Friedman CTO

Hans Hartmann COO

James Park CEO

Tim Roberts VP, Interactive

Woody Scal SVP Marketing

Brad Feld Foundry Group

Jon Callaghan True Ventures



THE IDEA

We had to develop an eCommerce website which could keep the track and all information about a small electromagnetic device called “fit bit”. This site completely loaded with all the features and specifications of this device. We had to put some features like customers can order this device online, users can register themselves and they had their unique user name and password, there should have some important features about fit bit I.e. what functions it can perform so that we could keep our self up to date.

Fitbit is dedicated to helping people lead healthier, more active lives. We take a common sense approach to fitness, and believe that the key is to make it easier for consumers to be more active, eat smarter, and get enough sleep — in short, that small changes to your daily routine can add up to big results. To that end, we aim to create innovative, inspiring products and online services that harness the power of new technologies to make people more aware of their everyday activities and motivate them to do more.

FIT BIT FOUNDERS



The founders of the Fitbit Tracker are a highly educated pair. Eric Friedman boasts undergraduate and graduate computer science degrees from Yale and his partner, James Park, never even bothered to finish his computer science degree at Harvard. Instead, James already had two startup companies under his belt and an employment history at Morgan Stanley before he founded the Fitbit. You can learn more about the founders as well as the assembly, testing and launch of the Fitbit Tracker through their blog.

REQUIREMENTS

- To keep all the detailed features and specification of the device called “fit bit” like its functionalities, effect of it on humans, how it works etc.
- User may register himself/herself in order to join this community.
- User can buy this device by ordering it online. I.e. it's just like an ecommerce website.
- There should be an administrator panel from where admin can update blogs for members of this site on daily basis.
- There should be brand names of all the investors for this site.
- User could get updated with the latest news and new products of fit bit device so that he/she may completely aware of some enhanced functionalities and could order online fit bit readily.

HOW CONSAGOUS HELPED



The team of Consagous started the requirements analysis with profiling of the data from various ecommerce sites to find the data anomalies, followed by discussion with the client. The team of Consagous started to prepare documentation followed by water fall model. The entire work on the basis of requirement gathering was started at consagous's offshore development center by the whole team using some server side scripting language and some CMS (Content Management System) like joomla, drupal and wordpress etc.

CONTRIBUTION OF CONSAGOUS



- We have tried to get all possible requirements and specification according to client's need.
- We have deployed all the necessary features of client and tried to prepare customized solution as per client's need.
- We have maintained all the security and basic constraints in database table and provided normalized form of it to client.
- We have enabled users to buy "fit bit" online without going to the intended shop or elsewhere.
- We just put some easy java script and flash to give quite impressive and attractive look for website.
- Generated the entry chart and blog field by some of XHTML and script.

BUSINESS BENEFITS



- **Speed and flexibility** - users are now free to buy fit bit online without going to the corresponding shop or anywhere. In this way user can save a lot of their time to go here and there.
- **Quality of the product** – since this website is under proprietary of a very big and trusted organization, there is 100% surety of originality of this project.
- Anyone can get desired information about the working of this device and/or information about the extended benefit and features.

For further information please contact us:

Consagous technologies

Visit at: www.consagous.com

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