

Joomla

Case Study

Rapid leadership trainers in US

Overview

Client Background

Leadership training by world leading trainers

Objective

To create web application to train rapid leadership development

Client Inputs

- ✓ Recommendation engine for creating leadership training videos based on user profile
- ✓ Creating channels with 100 more clips for all the user with less performance load
- ✓ Theatre page to play video clips with video playlist, like, dislike and add to favorite
- ✓ Adding videos based on keywords and top leaders automatically
- ✓ Customizing theatre page to load playlist videos from local database instead of Video source (YouTube)

Project Name:

Lederclips

Tool Used:

- PHP and Joomla 2.5
- MySQL
- PayPal (Credit card payment)

Business Challenge

Recommend channel creation for registered user

- ✓ Creating channels based on profile settings
- ✓ Creating channels using profile rank
- ✓ Sequencing video channels based clips ranking

Creating channels for Keywords and top trainers

- ✓ Creating video channels for 10 more keywords for all users
- ✓ Creating channel without load stress while creating channels in front end

Spot purchases to access premium videos

- ✓ Creating and accessing premium videos by spot purchase

Loading YouTube videos in playlist from local database

- ✓ Creating and accessing premium videos by spot purchase

Project Solution - Recommend channel creation for registered user

Solution Approach

- Community Builder is a Joomla plugin to create profile page with customized form fields
- Registered user will update their profile information which was created by admin and each section has its own rank
- Based on the rank of the section keywords are sorted and arranged by top ranked keywords
- Clips matched to the keywords will be selected and each clips will be sorted based on the number of times each clips selected
- Sorted clips will be re-arranged based on the ranking of keywords which was set by admin
- Finally clips will be processed based on leaders collectively who trains in the video

Benefits

- User can easily get the training videos based on their preference
- Automatic creation of videos will be added for each user based on profile update each time
- Newly added clips will automatically added to recommended channels each time when user update their profile

Project Solution - Creating channels for Keywords and top trainers

Solution Approach

- Admin will add primary and secondary keywords in to Joomla K2 tags
- Each K2 item will be assigned to the multiple keywords
- In front end, user can search keywords for which topics they want to create channel
- When user search for a keyword, then it matches with tags added to the k2 item and select the clips associated with K2 item
- Clips selected will be sorted based on the number of points for each clips scored
- Again clips will be sorted with collective trainer name and added to user channel list
- All channels will be created for all the user and set as hidden using schedule job
- Finally, created channel will be enabled when user search and create it

Benefits

- User can easily get the training videos based on their Keyword searched
- Creating a channel with large number of clips using background schedule job will avoid site performance issue and load issue
- User will experience the usage and creation of channel as fast as they do in real time

Project Solution - Spot purchases to access premium videos

Solution Approach

- There are premium channels added based on top world leadership trainers
- User can access only non-premium channels, when user try access premium channels then they will be requested to buy those channels as spot purchase
- Videos which are spot purchased by user can only be watched

Benefits

- User can select any premium videos and buy it as spot purchase
- This spot purchase feature insist user to pay for accessing it, which is another way for site owner to get profit from the site

Project Solution - Loading YouTube videos in playlist from local database

Solution Approach

- In Theatre page, Videos are played from YouTube and playlist videos are initially loaded and also checked whether video is available or not
- To avoid the load time for large number of playlist, we customized the Codecanyon script to load the playlist initially and start playing the first video
- In the background, player will check the rest of videos in the playlist for availability
- Once the video is available then we will set the video status as available in database
- When same video loaded in any channel then, player will not send request to YouTube for checking video status and just check in local database for the status

Benefits

- Avoids timeout error when user plays video in theatre page
- Avoid sending multiple request to YouTube through API

Thank You