



## Case Study



**Icreon**

# Chicago Destination Shopping Club

An online information center to shopping in Chicago

RCB Media Inc wanted a solution that would enable them to create and manage an online information center on all shopping and hotel facilities available in the city of Chicago. With the target audience being Chicago bound travelers, the solution was required to provide all information necessary for travelers to plan their stay and shopping trips, thereby saving them time and hassles upon arrival. Based on these requirements, Icreon designed and developed the Chicago destination shopping club as a one-stop guide to shopping in Chicago. The Google Maps API has been integrated with the solution to display the location of stores and hotels on a map. To manage and operate the shopping club the administrators have been provided with easy to use web based interfaces.

## Customer Profile

RCB Media Inc. is a US based startup venture.

## Business Requirements

RCB Media Inc required a solution that would provide them with a means to build and manage an online resource of stores and hotels available in Chicago. In addition to names and locations of hotels and stores the solution was required to store comprehensive profiles for each. A shopping planner was required to be built into the solution. The planner was required to generate a customized shopping itinerary for users on the basis of user preferences and store profiles (including details such as timings, holidays, category, average time spent in the store etc) criteria.

## Building and managing an information center

Icreon developed the Chicago destination shopping club website on the .net framework. The solution provides RCB Media with a robust framework to operate and manage an online information center on all stores and hotels in Chicago.

Visitors to the website can browse through listings of all stores and hotels (created and managed by the administrator) available in the city of Chicago. To make the information easily accessible, visitors have been provided with options to view listings by shopping area, category, mall etc. Additionally, visitors are also provided with options to filter the listing to search for specific stores/hotels. The details of a hotel/store can also be downloaded as a PDF. The Google Maps API has been integrated with the solution to enable visitors to locate a hotel/store on the map and obtain directions to it. Visitors can request a store/hotel to be listed with the website. All requests are sent to the administrator, who can then process them and add relevant listings to the website.

The website also includes a list of all events and sales being organized in various stores. Visitors can browse through events and sales listings and can also submit requests to the administrator, to get specific events/sales listed.

In order to build interactivity into the solution, a host of features such as a shopping planner, online survey forms, shopping itineraries etc have been built into the solution. Visitors are required to register with the website to gain access to these features.

The shopping planner tool enables members to obtain a customized shopping itinerary based on their specific requirements. They can fill out a questionnaire to provide information. On the basis of these details the system will generate a list of stores that can be visited. Members can also browse through a list of shopping itineraries (managed by the administrator) to help them in planning their shopping trips. The website also has a provision for members to request a personal shopper to shop on their behalf.

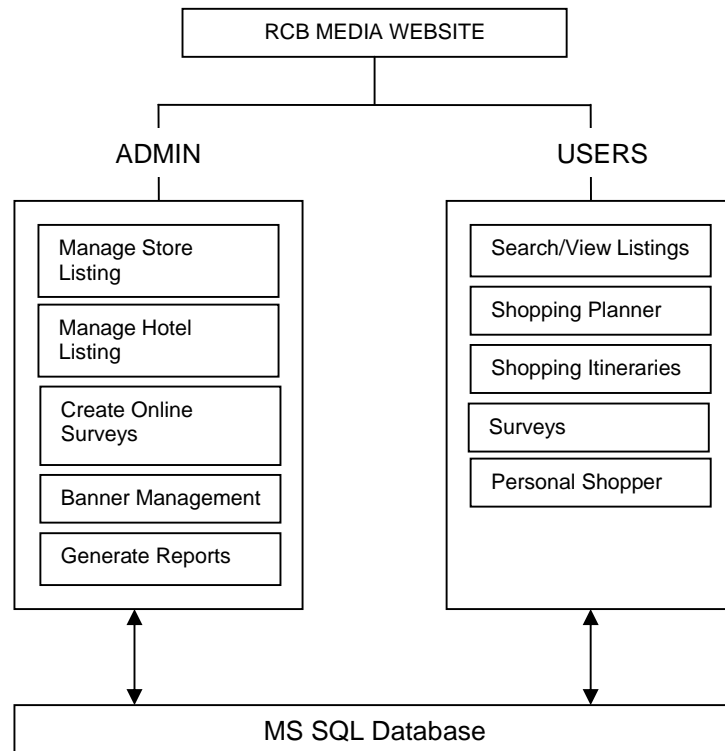
Members can participate in an online survey (created and managed by the administrator) pertaining to their shopping experiences in Chicago. The results of the survey are available to the administrator for viewing.

To provide an opportunity to earn revenue, a banner management module has been incorporated with the solution. Reports detailing the number of impressions and click-throughs for each advertisement banner can be generated enabling the administrator to monitor the performance of the various advertisement campaigns.

All content appearing on the website can be updated and managed by the administrator.

The solution has been divided into two main modules:

- **Admin Module:** Accessible only to authorized users, the admin module can be used by the administrator to perform various tasks to manage the website.
- **Public Module:** This module is accessible to all visitors and provides them with a means to browse through the information center on shopping and hotels in Chicago.



**System Architecture**

**Technologies used in developing this application are:**



## Summary

With the successful delivery of the solution Icreon has provided RCB media with a means to reach out to Chicago bound travelers and provide them with all information necessary to plan their stay and shopping trips in the city thereby ensuring an enhanced and hassle free experience upon arrival. The web based admin module interfaces enable the website administrators to manage and maintain the website with ease.