

Case Study – VahRehVah.com

Sand developed a Rich Internet Application with the latest Streaming Video Technology - a classic case of transforming a Dream into a Reality.

The Client

Mr. Sanjay Thumma, a man with great passion for preparing food. He had a burning desire and a great Dream to bring the Art of Making Food to the common man, show them how they can make wonderful recipes both traditional & modern. More than just bringing people the recipes he wanted to coach, mentor & tutor them in making these dishes.

The Challenge

Mr. Sanjay Thumma approached Sand with his great idea. He wanted us to develop a solution that is Open, Scalable, Robust, Handle bandwidth for streaming videos and clean User Interface for people to access the site without any hassles.

The Solution

Developing such an application of this size was a big challenge for us at Sand. The major part is that the site need to handle a lot of hits and huge bandwidth. We developed the site from scratch using a 3-tier MVC (Model View Controller)Architecture to increase scalability & maintainability. We also followed AGILE Development Methodology, BugZilla, SVN to execute the project in a more efficient way.

We had hiccups in the early stages after the site was launched due to a lot of traffic. We had to react quickly to upgrade the server, optimize code & queries to handle traffic and bandwidth.

The BottomLine

Vahrehvah.com is now catering the need of thousands of people by allowing them to learn, share and post recipes with people across the globe.

Sand understood that designing & developing a new concept into reality called for a departue from conventional web design methods and start thinking out-of-the-box. Not only web design but for all cooking based websites what they really missed all these years.



<http://www.VahRehVah.com>

Chicago, IL, USA

Launched on 10th October, 2007

Technology Used

PHP, MySQL, AJAX, XSLT, ADODB, SMARTY

Major Achievement

- * Finely tuned contents and presentation.
- * Administrator Panel to manage content on each page.
- * Site Optimization to scale to a large number of hits/visits and handling loads of data.

Client Experiences

"Sand has shared our vision in creating the best solution for my dream project. We have grown to 50K hits in just a month after launching our site, thanks for the timely response from Sand and making the application such scalable. Working with the team has been like an extended team without the fear of loosing the vision of the idea."

