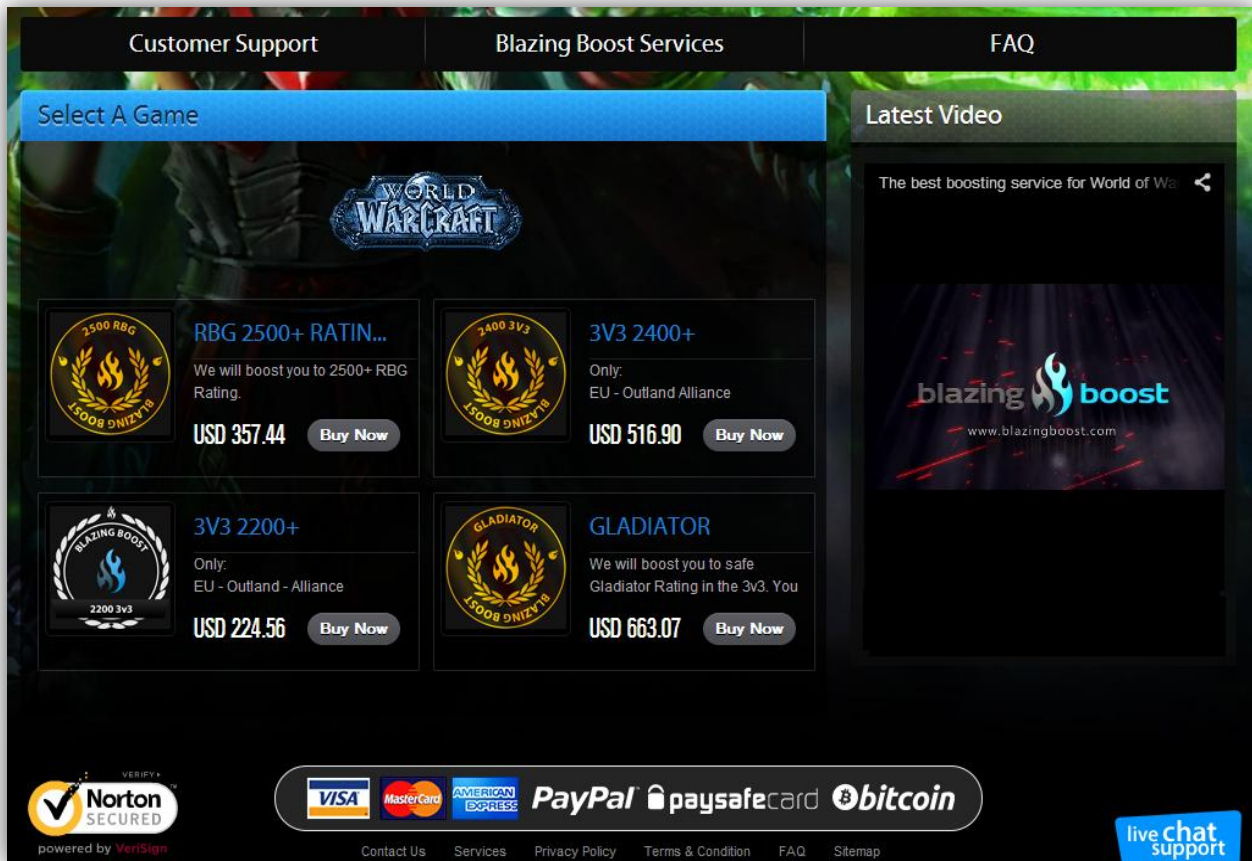


CASE STUDY

Blazing Boost :: Online gaming industry’s apple of the eye



URL: <https://www.blazingboost.com>

Background

Emerged recently as one of the biggest fiscal markets, online gaming industry captures almost 3% of the world’s internet traffic. With more and advanced gaming scenarios, the demand in various online gaming roles has significantly grown.

One such demand is for the online tournament players – who are paid to enter in world gaming tournaments on behalf of users and escalate user’s player(s) to the desired higher levels in the corresponding games. These players are called boosters who are experienced gaming professionals.

To sum up, the website users/visitors purchase boost services, where the boosters/professional gamers play game for the users and clear the levels online for them.

Objective

The website aims to act as gaming platform allowing customers to use professional gamers to proceed to next levels of their favorite online games. The idea was to boost the online game RGB ratings with the assistance of professional gamers earning their customers expert status in the games.

Synopsis

The website endeavors to avail best boosting services to the customers/users. Following are the featured users of the website:

- **Booster:** Boosters are the professional online game players. As the name indicate these boosters boost the RGB rating for the end customer and also update the status for the work which they have been assigned. They start boosting the rating as per the scheduled time and the end customer can see this process by using the Live Streaming option on the website itself.
- **Agents:** Agents have their commission (%) for every customer they bring on the website. Customers can either directly get registered on the website or via an authorized agent reference.
- **Customers:** An end user who is a game enthusiast and plays games online (for example WoW) and anticipate increasing the RGB rating to earn new titles like Gladiator. As per their selection of service the service boosters will play online at the scheduled time for the customers. Users further have the option to view their boosting status bar which will be updated by the booster as per the proceedings in the game. The boosting status can indicate:
 - **Red:** status bar indicates that the boosting process has not yet started.
 - **Orange:** status bar indicates that the boosting has been scheduled by the booster and process would be started soon. Also as this status is updated the user will receive a mail with instruction stating:
 - ✓ User can not log in into their battle ground during the boosting process
 - ✓ User can check the boosting process by using the website live streaming feature.
 - **Green:** status bar indicates that the boosting process has been completed now.
- **Administrator:** Full authority to manage the complete website services.

The Campaign

- Fullestop analyzed the whole requirement throughout and created wireframes to get a clear picture of the website functional requirements
- Our design experts understood those requirements and created design having blending visuals, information and well navigation architecture. Everything methodology implemented was well thought out and planned
- Right use of corporate branding colors that could easily create a brand image of blazing boost services
- Implementation of cutting edge technologies for interactive development of four key elements of the website i.e. booster, agents, customers and administrator and the foremost - Live Streaming crucial to enable the end customers see Live RGB rate boosting process i.e. live booster play
- Integration of mail system and SMS gateway establishing communication among the website users
- PayPal payment gateway integration with SSL certification, live chat and multilingual functionality
- Developed a SEO friendly architecture that could enhance the website's visibility in the search engine results

Results

- The UI of the website is outstanding in terms of gaming graphics and the theme reflects a true gaming culture.
- The navigation of the website follows a structured log where the user journey is simple throughout.
- Interactive sitemap allows a strong visualization of the services and the key elements of the website.
- A seamless blend of PHP, Java and Flash to gain gaming competence
- Integration of live chat into the system for proficient 24X7 support to the website visitors

Technology Used

- PHP/MY SQL
- Java FLEX
- JAVASCRIPT/XHTML/CSS

Target Audience

The web portal primarily targeted the gaming audience and professional players/gamers worldwide.