TILDA TECHNOLOGIES - CASE STUDY

THE CLIENT – FOTOBOOTH.BIZ

	Using high-quality SLR cameras and professional studio lighting, The Fotobooth sets the stage and puts the trigger in your hands. Incorporating props and costumes, we create scenes that let people take on roles and inspire them to step out of themselves for a moment and enjoy being in front of the camera. In this way we construct unique intervention points that lead to amazing possibilities for creativity, fun and engagement with your brand.

THE CHALLENGE

Fotobooth had pre-existing software that enabled clients to take photos of themselves with colleagues or friends at an event and then email them. However, the original social media integration software was outdated and was no longer compatible with current social media standards, so the upload function to social media pages like Facebook and Twitter was not working.

THE SOLUTION

Resolving these issues required modifications to include integration with Facebook and Twitter with the use of the latest Facebook and Twitter API's, which included the following requirements:

Challenge:

The timeline to complete the project was only 9 working days.

> Solution:
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> The team was carefully managed by Richard Schoeman using *agile methodology to ensure that the project was completed timeously.
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> *Agile software development is a disciplined software methodology that focuses on the frequent delivery of short, properly tested increments of working software, which are referred to as iterations, cycles or sprints. The process follows 6 steps. Click here to find out more…
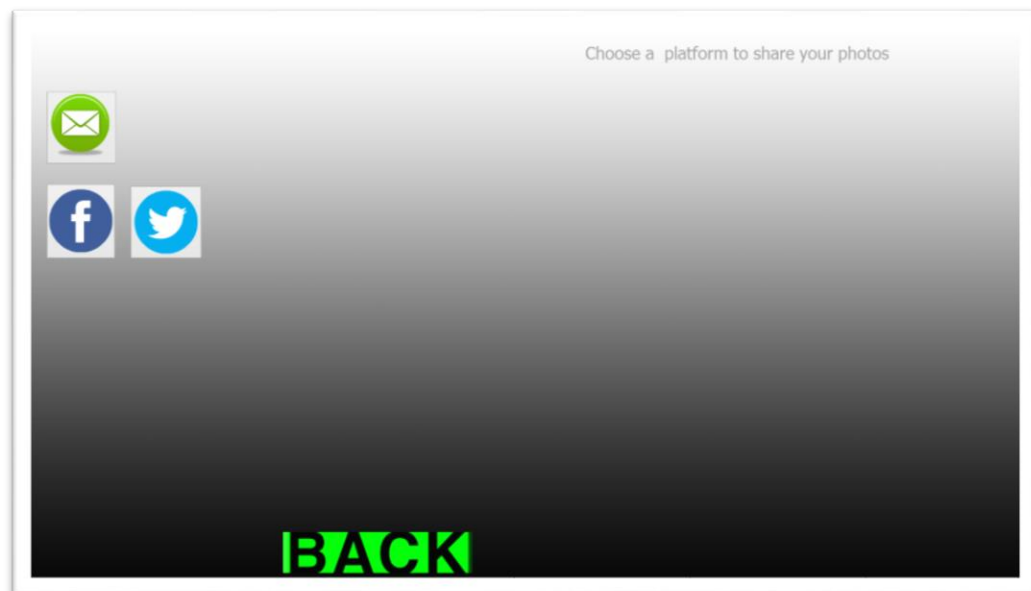
Challenge:

There was a need for Facebook and Twitter integration.

Solution:

This was achieved by obtaining the original application source code from Fotobooth and then modifying it to include the social media integration features.

Challenge:

Acquiring Facebook's approval to upload the photos using their social platform was essential.

Solution:

This required the implementation of software that adhered to Facebook's software application terms and conditions.

Challenge:

It was necessary to permit corporate clients at events to easily login from the start of the event and in so doing, enable the automatic uploading of all photos to their corporate page.

Solution:

Tilda incorporated a drop-down menu that allows Fotobooth to select the page where they have admin rights, as set up by the client. This approach was executed to maintain secure access and keep login information private.

Challenge:

The ability for all individuals to login to their personal Facebook or Twitter accounts and upload selected photos was essential.

Solution:

This was executed by providing access to Facebook or Twitter login pages where individuals insert their login details to access their personal account and upload their chosen photos.

THE TEAM

Written in C# this stand-alone software solution was successfully developed within a tight deadline by the project development manager, Richard Schoeman, the project leader, who together with Marco Luizinho and Henry Visser ensured its timeous and successful delivery.

OUTCOMES

In the end Fotobooth had social integration to Facebook and Twitter and their clients could easily upload photos onto their corporate or personal social page by logging in to Facebook or Twitter and then, with the simple push of a button on the touch screen, send them.