Case Study:

B2C Online Gaming & e-Commerce Game Manufacturer Industry

Client Situation

The Client, a B2C e-commerce site that facilitates for playing the "Mindchallenge Game" online, appointed Experis IT to recreate Designs along with game solutions as necessary.

Physical product, along with lifetime card is used to practice different challenges. But to play online and win different challenges one has to register after buying a registration card, which is instrumental in generating revenue for the business. The registration card acts as an access card to the site for registered users.

The key challenges in the project were:

1. Achieving the solution was a challenge since an intricate logic system needed to be taken care of. Integrating the business / game logic along with the interface design posed a significant challenge. While most of the user interface design including the game itself had been developed using high-end Flash design with scripting, the entire game engine on the other hand was developed in Java; so the integration challenge included bringing together Flash and Java on the same technical platform. This was a challenge first and a technical achievement later.
2. The next challenge was to give the entire site a trendy and fresh look and feel as most of the users of this online game are teenaged youths. The site was made lively by introducing sufficient amount of design elements. Mandatory yet boring instructions in text form was illustrated well with eye catching and appropriate images and animations. This was a challenging task, as it had to be accomplished within a very stringent time line.

Experis IT Solution

The online game employed browser based flash technology, which was powered by java web services at the backend. Flash now being the de facto standard for web interface design made it possible to play this game from virtually any browser from anywhere in the world. All that is required to run this is a flash enabled browser and steady internet connection (56 kbps recommended). Network intricacy was resolved with Java. An indigenous java based game server was developed to let these flash clients communicate with each other.

Much care had been taken to address the scalability issue of game server as the number of users is expected to grow by a considerable amount. Integrating Flash and Java seamlessly was a challenge on its own.

Experis IT has successfully implemented the logic provided by Frank Dyksterhuis (Inventor / mathematician, Dr. Wood Team) for computer-generated players (bots). The game was made fast paced by leveraging the full power of action script for logic implementation.

Technology Specifications

Experis IT used the following technology and services platforms.

Categories	Technologies
Operating System	Redhat Enterprise Linux ES release 4 (Nahant Update 3)
Application Server	IBM WebSphere Application Server V5.1.0
Languages	Java, JSP, HTML
Web Server	IBM HTTP Server
Database	IBM DB2 V8.2
User Interface Design	Macromedia Flash

Client Benefits

The game was made fast paced by leveraging the full power of action script for logic implementation.

Contact us today to learn more about how Experis IT can help you grow your business through IT solutions.

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