



# Tidy Software

## High Quality Service

Over 30 years experience in software development



### Case Study: Talk Business Interactive Web Site Page 1

**Software Name:** Talk Business.

**Type Of Software:** Web Based.

**Client:** www.talkbusiness.biz, 3 Parliament Square, Hertford, Hertfordshire, UK.

**Software Development Cycle:** November 2007 Until July 2008.

**Development History & Brief:** We were engaged to develop this software for a marketing entrepreneur.

The software outline was initially developed from a series of face to face client meetings. As the system is web based we were able to use a rapid development cycle. The basic steps in the process were defined in various meetings (the bulk of which were by web conference). A section of the site was coded, tested and then passed to the customer for comments. This feedback was then incorporated into the site and the cycle repeated until the various aspects of the site were completed. This development technique was appropriate in this case as the client had a firm idea of what he wanted, but found it difficult to articulate it fully prior to us undertaking the development.

It helped tremendously that we have known the client for a number of years and have worked closely with him on other projects in the past.

**What The Software Does:** The software is a business networking site. It uses web technology to replace face to face meetings with on-line meeting rooms. These can either be established by topic or geographical area. Members use chat software to talk to one another.

The idea is that this software can accessed via each business members PC, with each member contributing to the meeting room dialogue. The site is subscription based from credit card, which is managed by the software.



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**Software Support:** Hosting and support carried out by Tidy Software Ltd.

**Mayor Challenge:** The key brief was to make the site as easy as possible to navigate, with the registration of new and the login of existing clients being made as easy as possible. This was not initially easy to get right.

**Product Development Highlights:** In this instance, nothing to do with software I am afraid! The client is a keen amateur aviator and we attended a meeting at Filton airfield near Bristol to which he flew to from Hertfordshire in a "borrowed" light aircraft.

The start of the meeting was enlivened somewhat by the client being required to fly an extended 'holding pattern' prior to landing, with his staff alerting us to this fact by mobile phone!

This proved to be a different type of open air meeting for us than the ones that we usually attended, but was great fun all the same!

### Contact Details

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