

CASE STUDY

the WordPress way

GUEST *of a* GUEST

New York GUEST

GUEST *of a* GUEST People, Places & Parties What do you want 2 do? ▶ VIEW GALLERIES FIND PARTIES FIND PEOPLE FIND PLACES

Social
Networking Site

New York, 12:15am
Fri Dec 02
0 new galleries
15 new posts
in the last 24 hrs



About Project

- To update the people of New York city with the information about the events happening around using a social networking site
- To provide regular updates about the events & places where those events are occurring

Business Challenge

It's hard to find a "No Vacancy" sign anywhere in US, especially if it's New York City from the paved streets of Uptown, to the cobblestone roads of Downtown and everywhere in between. The client wanted to update the city with the people, places, and parties of NYC happening in and around. The client wanted to serve as a social blueprint for growing numbers of young people in the city.

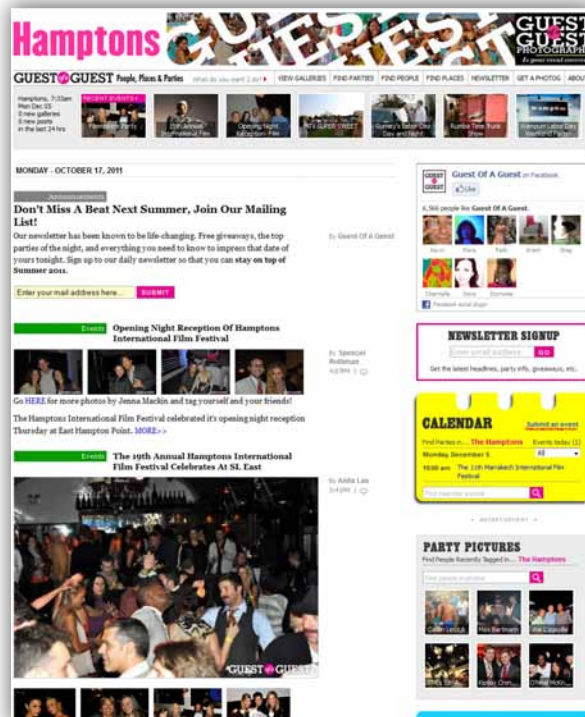
JIVA's Solution

- We provided a social networkingsite which lets an end User to update different events that's going in the city as per their interest
- It provides ability for a user to get the updates of events that's happening in NYC
- Guest of Guest is integrated with Facebook, Tumblr and Twitter through which most of the updates of information regarding events can be pulled
- Calendar update option helps the users with the latest events in the coming 7 days. The user can also update and check the past & future events

Benefits

- Option to upload their photos and get them tagged
- Features like subscription to the newsletters
- GOFG blog gives the users; regular updates that's happening in NYC
- Options like search the people, events and the venues gives the user all the information that the user would like to know about
- Integration of the Google maps helps the users to locate the venues of the parties easily
- With SEO, the user gets all the details here-quires from the custom Google search
- The Photo and Video galleries update the users with all the up to date information of past events and parties

“ Guest of a Guest covers the People, Places & Parties of Gotham; from the ballrooms of the Upper East Side to the barrooms of Downtown and all the hotspots in between. They bring the pulse of the city that never sleeps ”



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Social Networking
Guest of Guest

Highlights

- Know where & what kind of the events happening in the city
- Know what's going in the city
- Follow the calendar events
- Find a best place to party
- Viewing of photos and videos of the earlier events
- Facebook and twitter integration

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The screenshot displays the Guest of a Guest website interface. At the top, there is a navigation bar with city filters (New York, Los Angeles, Hamptons, Washington D.C.), user options (Login, Register), and a search icon. Below this is a 'TOP STORIES' section with six featured articles, each with a thumbnail image and a brief title. A large banner for 'New York GUEST OF A GUEST PHOTOGRAPHY' is prominently displayed. Underneath the banner is a 'RECENT EVENTS' section with several event cards. A 'YESTERDAY - DECEMBER 1, 2011' section features a 'Join Our Mailing List!' article with a sign-up form and a 'VIEW SLIDESHOW' button. To the right, there is a Facebook social plugin showing the site's profile and a 'NEWSLETTER SIGNUP' form. At the bottom right, a 'CALENDAR' widget shows the current date and a list of events.