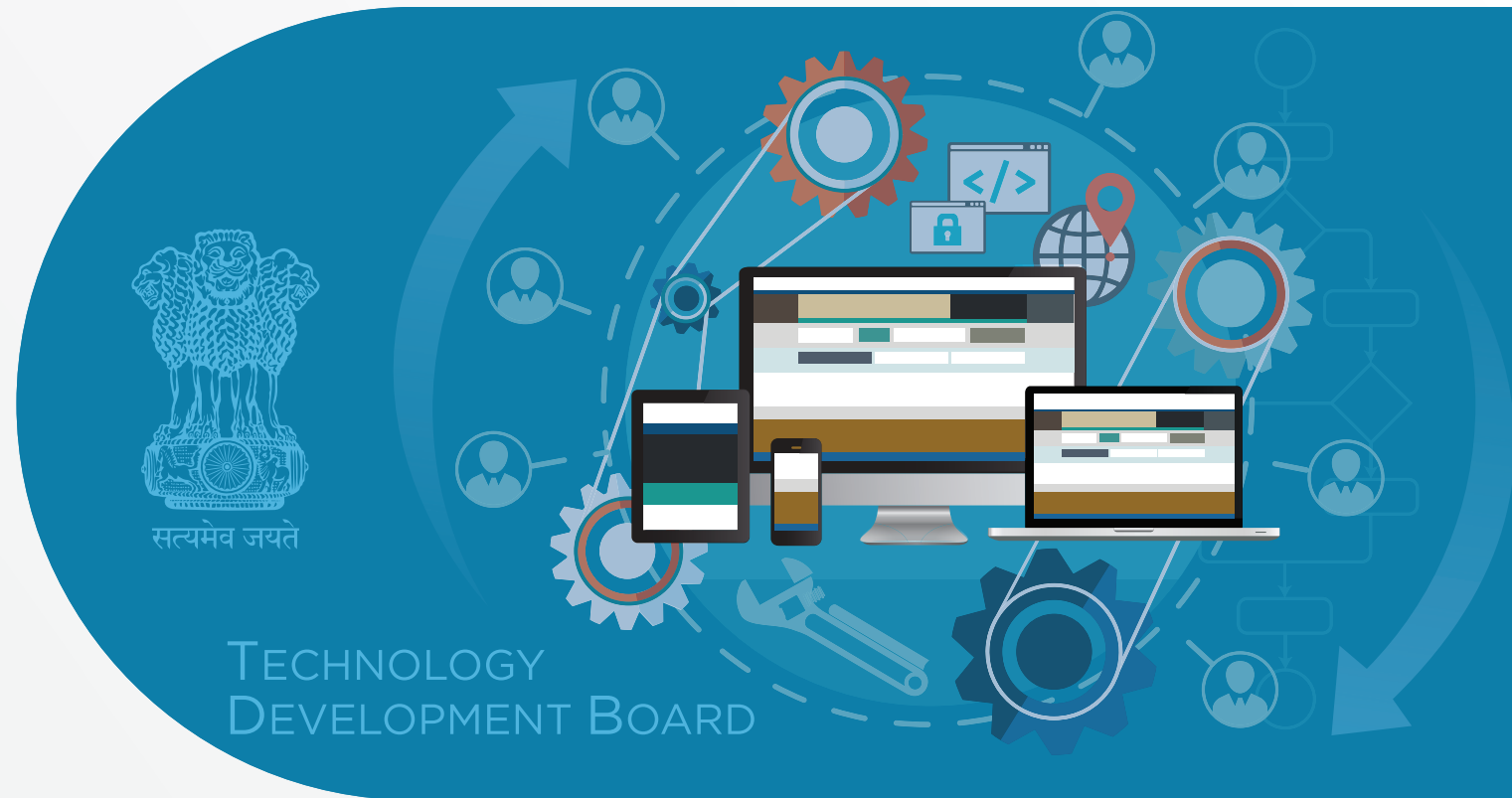




Elegant MicroWeb
Delivering the Value of Technology

Case Study

Technology Development Board, India Re-Engineers Website and Deploys Project Management & Workflow App



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The Client

The Government of India constituted the Technology Development Board (TDB) in September 1996, under the Technology Development Board Act, 1995. TDB is a statutory body, established to promote development and commercialization of indigenous technology and adaptation of imported technology for wider application. The TDB is the first organization of its kind within the government framework with the sole objective of commercializing the fruit of indigenous research. The Board plays a pro-active role by encouraging enterprises to take up technology products. Within its charter as a government organization, the Technology Development Board advances technology innovation in India through its technology grant process.

The Objective

The objective of this project was twofold. First, the client wished to significantly improve its existing website to make it responsive, improve the navigation and increase user satisfaction and adoption and organizational visibility. Secondly, the client wished to establish a comprehensive project management and workflow system to support its crucial grant process from grant application through approval in order to streamline and improve the process for applicants, internal team members and stakeholders. The TDB

project management and application workflow system will support grant applicants and internal members of TDB for vetting and approvals as well as approvals by other government and legal stakeholders. Its application and approval process is complex and detailed. Enabling automation and streamlining the process of approval improves productivity and timeliness, and effectiveness.

The Solution

Elegant MicroWeb worked closely with the client team to define requirements and design, develop and implement solutions for a seamless rollout of new features and functionality.

The Elegant MicroWeb team coordinated its project and support approach to:

- Involve and coordinate with stakeholders for System Requirement Study and release planning
- Involve and coordinate with key product team members to plan for testing
- Involve and coordinate with client team to plan for internal and production releases
- Ensure network, hardware, and technology compatibility and performance



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- Define and implement QA and support processes to accommodate upgrades and ongoing maintenance
- Develop and deploy an appropriate training program for users

The scope of this project included:

- Project Management System
- Project Process & Workflow Development
- CMS driven Public Website Development with GIGW and CERTIN compliance
- Social Media Marketing (SMM) & SEO
- Support & Maintenance
- Training

The Technology

- Front-end: PHP and Wordpress
- Database: MySQL

Elegant MicroWeb Role

The Elegant MicroWeb team provided support, knowledge and skill in the following areas and activities:

- Requirement understanding and roadmap planning in close consultation with all stakeholders
- Technical feasibility
- Graphics, Layout and User Experience Design
- Architecture, Development, Maintenance and Support
- Continuous enhancement, upgrade and roll out
- SEO and Social Media Management
- Implementation, integration and support
- Training and Support to business users



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Conclusion

Elegant MicroWeb worked with the Technology Development Board (TDB) to:

- redesign its website with responsive layouts and user-friendly menus and navigation, and to establish an innovative social media campaign, and search engine optimization (SEO) foundation with GIGW and CRTIN compliance, and,
- design and development of a project management and an application workflow system. Project was completed on time and on budget, to support the client's grant process from application through approval. These efforts resulted in automation of project review and workflow with fully functional set of tools for stakeholders, team members and grant applicants to improve and support the growth and innovation of the Indian technology landscape.



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