



Adventshare Photo Sharing Site

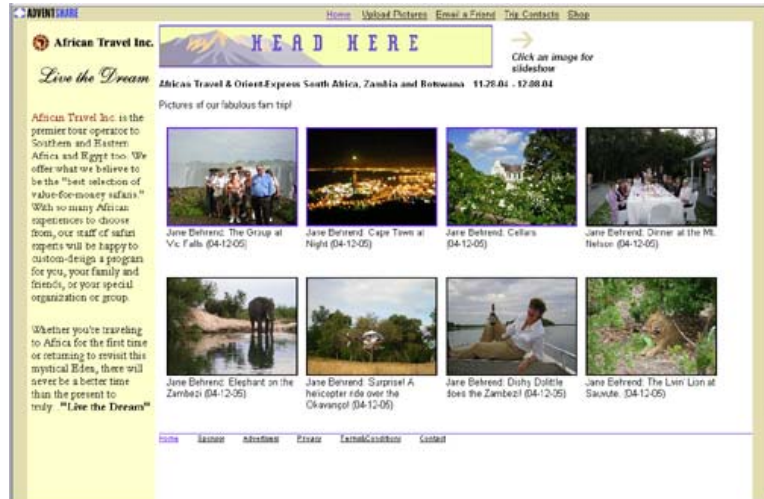
This startup company came to us to develop a photo sharing site for the adventure travel industry.

The Challenge

Our client needed bullet proof software that would scale to support potentially thousands of simultaneous users. As they were entering a new market, they required a flexible architecture that could evolve in response to new opportunities. The principals also felt strongly that the software would be their primary asset in buy-out and so wanted it to be of the highest quality. Being privately funded, they were also monetarily constrained.

The Solution

We chose to build AdventShare using the J2EE application stack on Linux. We consider J2EE a better framework than the LAMP for building robust and sophisticated applications, while providing similar cost savings. In building Adventshare we put in play the lessons learned over five years of server side java development.



To achieve high performance we selected a light-weight version of the J2EE, eschewing the use of entity beans entirely. Instead the Hibernate framework was used for object-relational mapping. Much of the dynamic content is generated using XSL Transformations, but only when the underlying data changes. Serving “static” content in this way garnered huge performance increases.

Application components were loosely connected using the java messaging service. This application service bus provides us with a great deal of flexibility in adding new features as different parts of the application are connected only through the bus. For the same reason we gain flexibility in provisioning and deployment. Finally, a test-first development methodology and the appropriate use of design patterns like inversion of control allows even deep changes to application can be made safely.

The application was linked to Paypal for e-commerce functionality, with photo printing services provided by Club Photo. Integration was using the REST protocol.

Results

The Adventshare site was launched on-time and on-budget. We’re working with the client to enhance the site using AJAX to create a richer user experience.