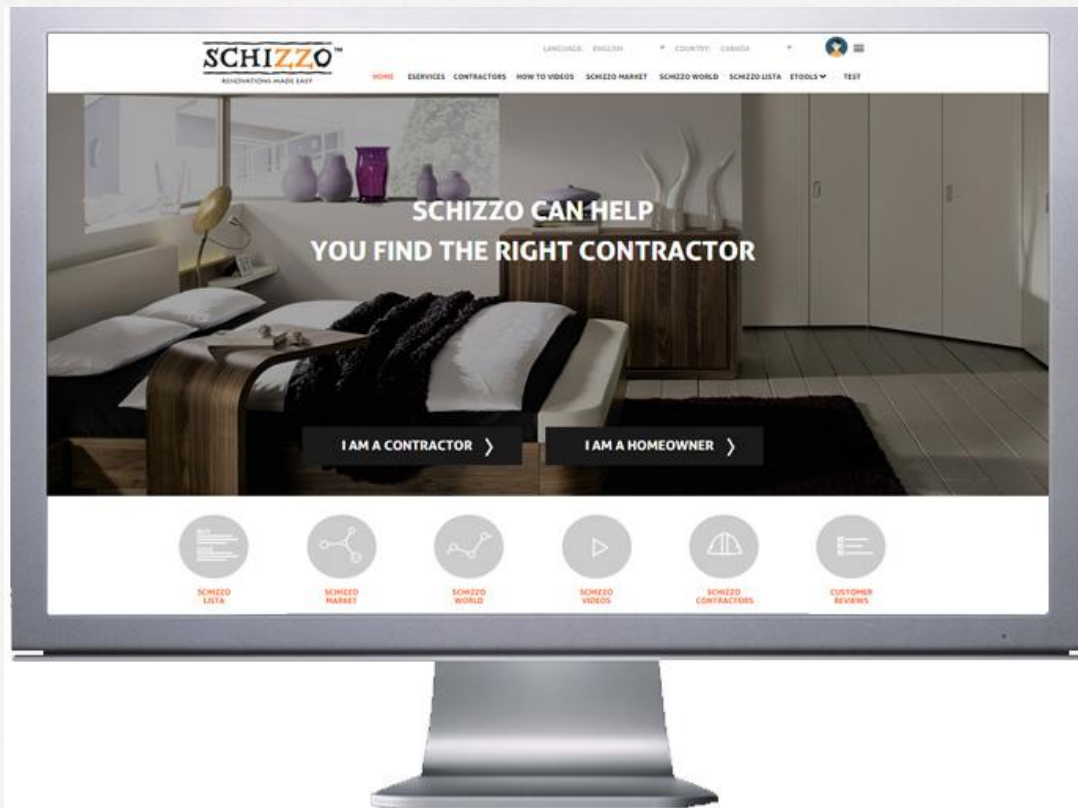


# ***Intelelex***

*Perfection in Simplicity*

**CASE STUDY**  
***Custom Service Marketplace***



### Industry:

Home services

### Technologies and Standards:

**Web technologies:** PHP 5.3, JavaScript, CSS 2/3

**Databases:** MySQL 5.x

**Third-party libraries:** jQuery, jQueryUI, Twitter Bootstrap

**Payment system:** PayPal

**E-commerce CMS platform:** Intalex CMS

**Web server:** Nginx 1.0.15

### CHALLENGE:

The primary goal of this project was to provide a **stable high load service marketplace with custom functionality.**

ServiceZZ is a services-only marketplace where Contractors bid for projects and Homeowners research which Contractor best suits their needs. After getting multiple quotes, a user can compare prices, read reviews, and hire the professional who seems best suited for the job. ServiceZZ leaves room for providers to explain their

pricing quotes, and encourages users to ask follow up questions for clarification before making any bookings. Although contractors can submit bids on ServiceZZ for free, the vendor charges a “fee” for projects newsletter.

Our team encountered with nontrivial tasks – multiple files upload from mobile, drag & drop files upload from desktop, specific paid and free newsletter subscription logic etc.

## SOLUTION OVERVIEW

- Intelex team built a custom service marketplace with various features that provide the ability to post and bid for a project, with full control over the live interaction between contractors and homeowners.
- ServiceZZ marketplace is created for an unlimited number of projects and is scalable.
- Thousands of projects have been organized and put online for bidding. Contractors are able to place a bid and showcase their existing portfolios with customer reviews.
- The marketplace was built using latest version of Intelex CMS with additional features built in, including a multiple files upload by mobile and desktop, paid projects newsletter management, reliable live auction between Homeowners and Contractors, and Calculators assisting Homeowners and Contractors determining their costs and budgets.
- At the output we received ServiceZZ – an online service marketplace focused on perfecting the live interaction between Homeowners and Contractors with the best customer service experience.

## SERVICE BEST FEATURES:

- The marketplace contains a **back-end administration**. This enables the staff at ServiceZZ to easily manage projects catalog, groups of users, comments & reviews as well as generating reports and website statistics.

The screenshot displays the IntelexStore admin panel. The top navigation bar includes 'Go to Live Site', language options (English, French, Italiano, Espanol), and user information (Help, How To..., julia@intelex.ca, 2016-02-22 05:01:54). The sidebar on the left lists various modules: MAIN MODULES (Schizzo World, CMS / Pages, Customers & Users, Order History, Newsletter, UnBlock), CATALOG & PRODUCTS (Schizzo Lista, Member Feature, Schizzo Market - Stores, Catalog, Schizzo Market, Comments and Reviews, User Social Links, Users Additional Address), PAYMENT & SHIPPING (Payment Methods), NEWS & PUBLICATIONS (News, Guestbook), PHOTO & MEDIA (Contractors Photo, Media Album, Slide Show, Contractors Video), SMM (Social Web Type), and STATISTICS & ANALYTICS (Site Reports).

The main content area is titled 'Home - Customers & Users' and shows a 'User Groups' table:

Name	Number of users	Action
Unapproved	0	Enabled   Edit   Delete
Admin	14	Enabled   Edit   Delete
Website Customers	0	Enabled   Edit   Delete
Contractors	700	Enabled   Edit   Delete

Below the user groups table is an 'Edit My Profile' section with a detailed user table:

ID	Email	Company	Website	expiry_date	Social Network	Social ID	Full Name	Registered	Your default language	Last seen	Action
1	testcontractor@testcontractor-test			0000-00-00	--		testcontractor@testcontractor-test	2015.10.21	English	73 days ago	Enabled   Edit   Delete   Login as user
2	sadsadsad@sf.dfs			0000-00-00	--		sadsadsad	2015.10.21	English	124 days ago	Enabled   Edit   Delete   Login as user
3	pbola@schizzoz.org		http://www.schizzoz.org	0000-00-00	0		pbtest	1969.12.31	English	118 days ago	Enabled   Edit   Delete   Login as user
4	contact@demancorp.com	DeMan Construction	www.demancorp.com	0000-00-00	--		DeMan	2010.04.27	English	118 days ago	Enabled   Edit   Delete   Login as user
5	scameron@pandcocontracting.com	P&C General Contracting Ltd	www.pandcocontracting.com	0000-00-00	--		P&C	2010.04.27	English	1405 days ago	Enabled   Edit   Delete   Login as user
6	tiomad@shaw.abn	TKO Construction Ltd	www.tkoconstruction.com	0000-00-00	--		TKO	2010.04.27	English	2125 days ago	Enabled   Edit   Delete   Login as user

## Service Marketplace Case Study

- **Restricted** customer's access to ServiceZZ projects before signing up.
- The administrative part contains a **catalog of projects** sorted by categories, which can be easily edited.
- General registration or login with social networks ability.
- Quick and **advanced search** for projects by specific criteria.
- Posting of prices, bids, rates, projects, multimedia, links etc.
- **Geo-location aware:** mapped placement of work and Contractors location in a particular area. Using the postal code of the contractor, the system determines his geographical location in order to find the nearest projects to his location.

**MENU**

- Home
- About Us
- Contact Us
- News & Articles

**CONTRACTORS**

Home

Quick Search | Advanced Search

Ontario

Items per page: 10 | Order by: Company

**Profile**

Full Name: adam  
 Toronto, Ontario, Canada | 647-233-2870  
 Street Address: 21 dale ave.  
 Email: adamraitz@yahoo.com

Additional Information | Photo | Comments

**Other Information:**

- Warranty
- Residential Contractor
- Commercial Contractor
- 24/7 Emergency Service

**In Business Since:**

- 2000

**Contractor type:**

- Professional

**Services Offered:**

- Green Energy - Solar - Wind - Thermo
- General Contractor

- **Flexible Search option** - Search for Home Owner or Contractor based on: name (first/last name),

**SCHIZZO WORLD CATEGORIES**

- Home Interiors(11+3 new)
- Landscaping (4+3 new)
- Home Exterior(4+3 new)
- Kitchen(2)
- Bathroom(1)
- Basement(0)

**MENU**

- Home
- About Us
- Contact Us
- News & Articles

**SCHIZZO WORLD**

Quick Search | Advanced Search

Search | All Owner | GO!

Home Interiors (11 + 3 new)

Landscaping (4 + 3 new)

Home Exterior (4 + 3 new)

Kitchen (2)

Bathroom (1)

Basement (0)

location (country, city, address), Company name, Rating.

- Intelligent use of space for advertising opportunities.
- **Mobile responsive design.**
- **Special projects newsletter system:** paid newsletter for contractors with the list of newest projects (is being sent immediately), free newsletter with the same data (is being sent after three days).
- There are **3 groups of staff:** Administration, Contractors and Homeowners.

ServiceZZ helps Homeowner to find the right Contractor for their project.



- The **Contractor's activity** consists of the following:

- User can create an account and enter profile and contact information
- User chooses service categories, which he works with
- User searches for the project
- User place a bid for the project
- User's profile has rating
- User receives comments from Homeowners (Testimonials)
- Users can reply to comment of Homeowners
- User can add photo/video gallery of his projects to profile
- User can add

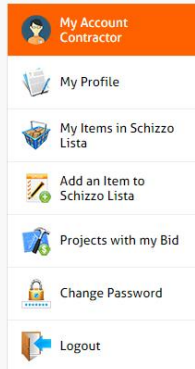
additional addresses to his profile

- Users can integrate their website activities with social media.
- The **Homeowner's activity** consists of the following:
  - Home Owner will be given a username – in which they will be able to login to review their analytics and feed. The analytics is based on their location.
  - Home Owner creates an account and enters profile and contact information

## Service Marketplace Case Study

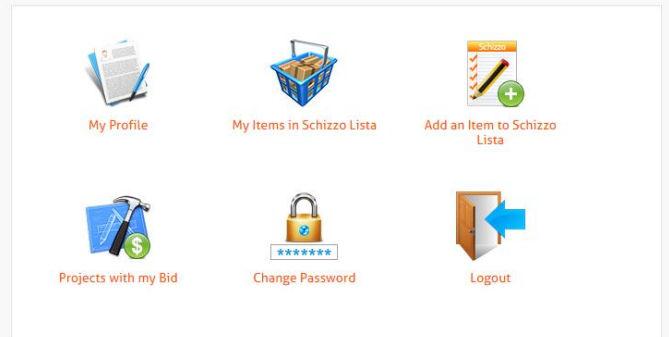
- Home Owner adds a project which should be done
- Home Owner accepts/declines the Contractor's bid
- Home Owners show the delivered work
- Home Owners rate quality of the Contractor's work
- Home Owners comment the Contractor's work

### ACCOUNT MENU CONTRACTOR

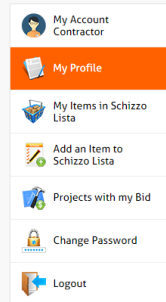


### MY ACCOUNT

Welcome to your account, Contractor\_19\_02  
This area allows you to view, manage and update your account information.



### ACCOUNT MENU CONTRACTOR



### MENU



### MY PROFILE CONTRACTOR

< Back to My Account Edit My Profile Delete My Profile Buy Updates Subscription

SUBSCRIPTION: FREE

Get new projects on  level

#### CONTACT PERSON:

Email:	yura-ptah@mail.ru
Full Name:	Contractor_19_02
Phone:	111111111111111111111111
Subscribe to Newsletter:	No
Street Address:	test, grh, 524 Canada m8x1y4

#### ADDITIONAL INFORMATION

Services Offered	Equipment Rentals
Contractor type	
In Business Since	
Other Information	



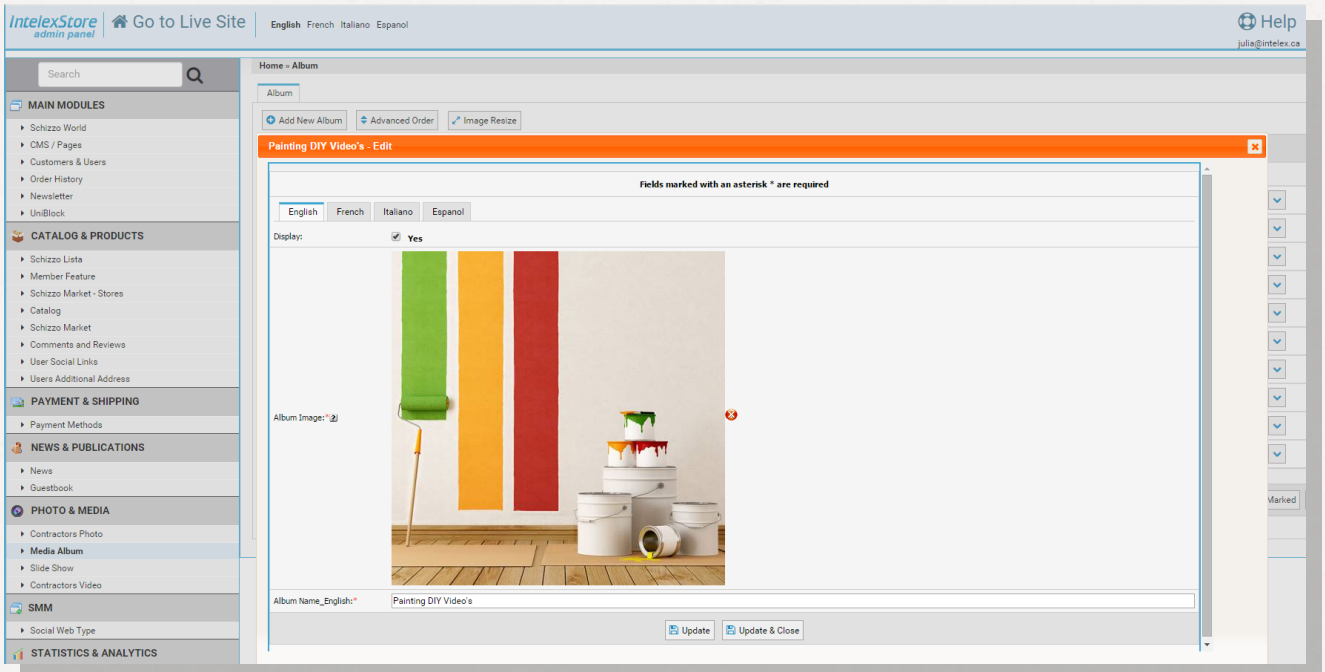
- Website admin is able to:
  - Create, delete, and manage pages
  - Update the content of the site through the web interface
  - Add, delete, edit, copy, move categories and pages
  - Approve or block members
  - Upload files (images, photo, video, PDF, etc.)
  - Create, delete, and manage reviews
  - Review uploaded content, edit and approve
  - Review member's profiles
  - Approve or block projects
  - Add, edit, remove fields, which user have to fill in during

registration process

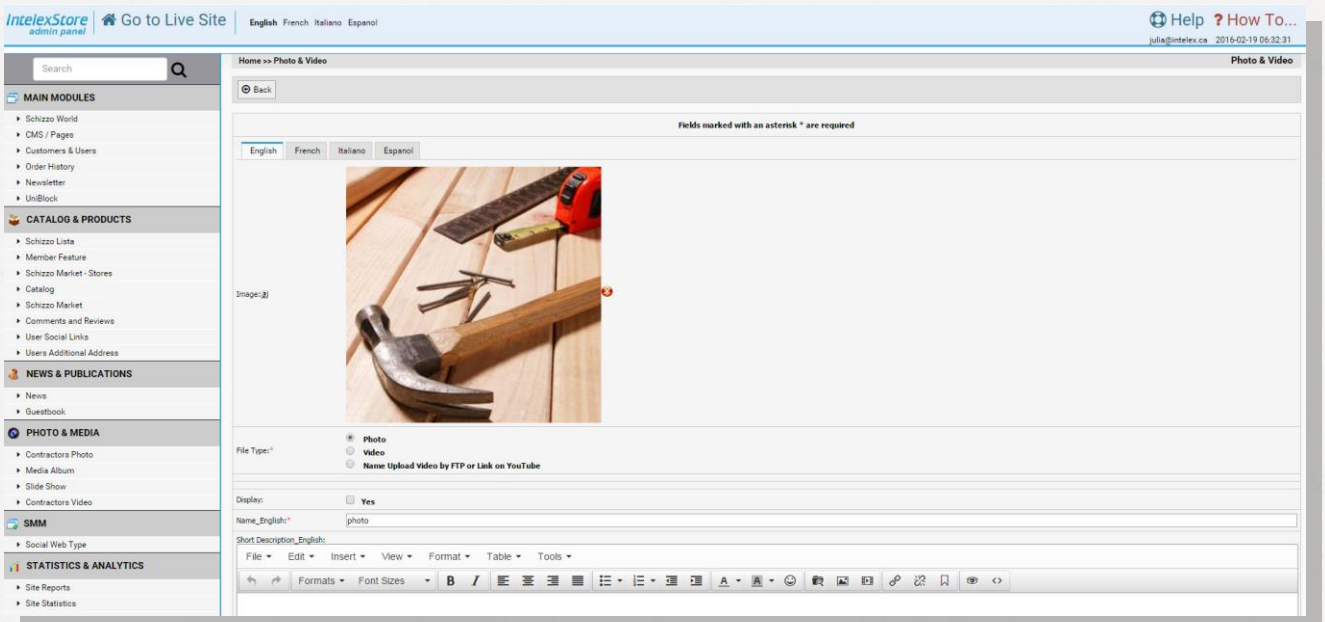
- Create, delete, and manage countries
- Receive e-mail notifications
- Use site statistics
- Preview uploaded video
- Approve or block project
- Manage advertising blocks
- Send out newsletters
- Conduct other activities as requested.

## Service Marketplace Case Study

- Ability to create projects media album and upload “how-to” videos.



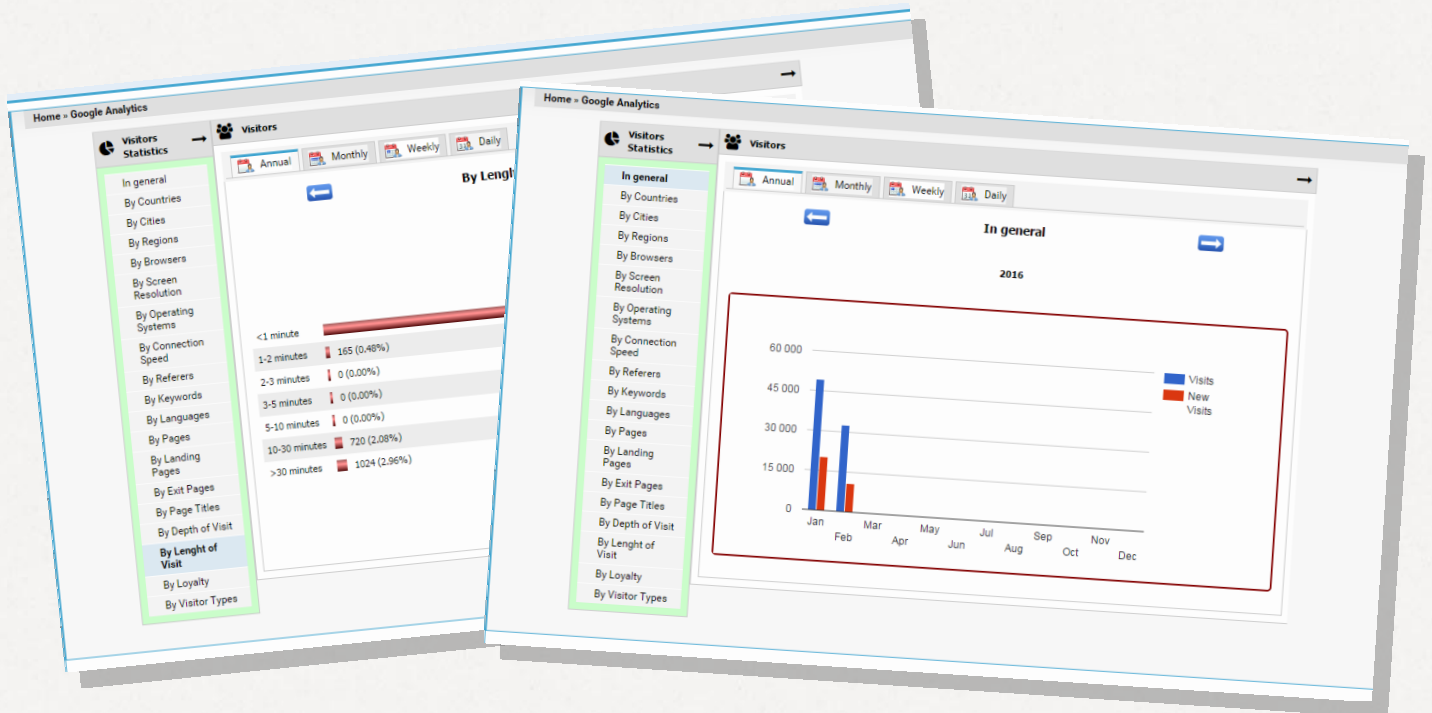
- Intellex CMS ensures the ability to add and edit content pages on the site - you can **edit page via user friendly html editor**, link page to existing page or category, or choose previous saved copy of page from the archive.



- Ability to **add different user groups with different access** to the website pages and modules.
- **Newsletter module** allows creating letter templates and sending newsletters to subscribers by groups directly from the website, then view the statistics of mailing results.

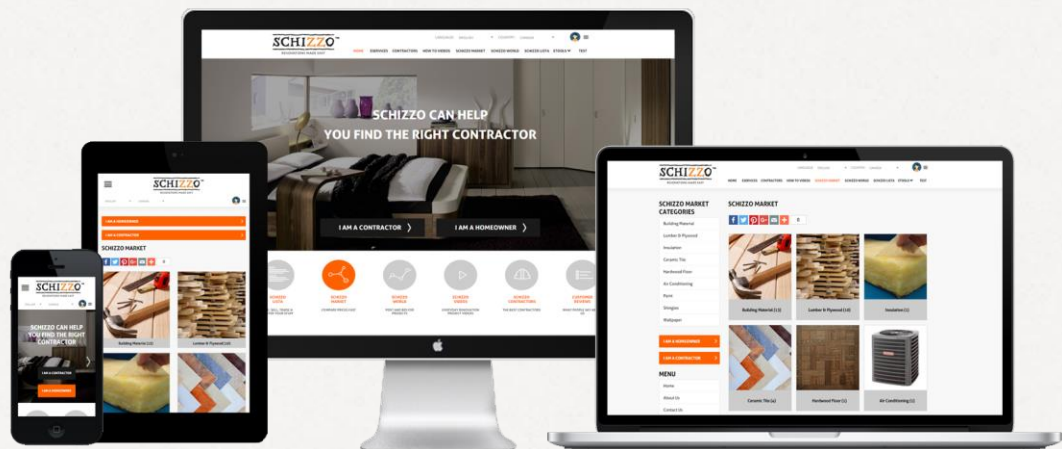
## Service Marketplace Case Study

- Standard and custom reports show special analytical data for the website.
- Ability to explore Google Analytics.



### BUSINESS BENEFITS:

- ✓ Increased visibility of home services projects.
- ✓ Increased number of potential contractors.
- ✓ Increased number of homeowners who found the right contractor for their project.
- ✓ Lower marketing costs with better targeting.
- ✓ Secure, reliable, and convenient users' accounts.
- ✓ Business analysis services and all required technical documentation.
- ✓ User-friendly interface which is available for a wide range of devices.





# ***Intelex***

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