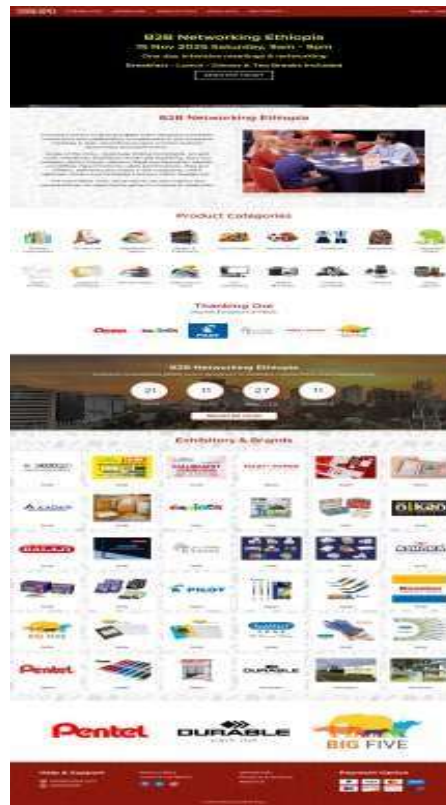


Case Study: Scofex (School & Office Expo Platform – Multiple Global Expos)



DETAILED DEVELOPMENT CASE STUDY

Project Overview

- ▶ **Scofex** is the digital platform for School & Office Expo Platform – Multiple Global Expos Platform – Multiple Global Expos — a major **B2B** exhibition for education & office supplies.
- ▶ **Purpose:** Promote the expo or event, showcase exhibitors, manage registrations, and facilitate payments and communication between stakeholders.
- ▶ **Audience:** Exhibitors (brands & suppliers), Buyers (schools, institutions, retailers), Expo or Event Organizers, Partners.



Project Objectives

- ▶ Create a clear, conversion-optimized website to increase registrations and exhibitor sign-ups.
- ▶ Provide an easy-to-manage CMS for organizers to update content without developer support.
- ▶ Ensure full responsiveness, fast load times, and reliable multimedia support.
- ▶ Integrate secure payment gateway and email confirmations for transactions and registrations.



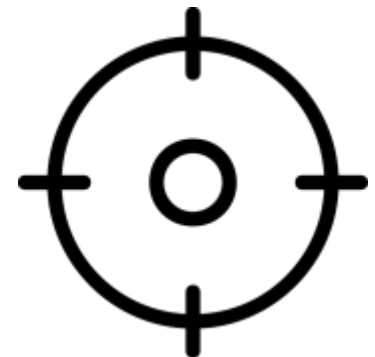
Key Challenges Identified

- ▶ Complex product categories and exhibitor information requiring structured taxonomy.
- ▶ Multimedia (video) not rendering in some browsers — need cross-browser fallback solutions.
- ▶ Handling peak traffic during promotion periods and preventing form submission failures.
- ▶ Balancing visual appeal with fast performance and SEO best practices.



Target Users & Stakeholders

- ▶ **Primary Users:** Exhibitors (register booths, upload catalogs), Buyers/Visitors (browse, register, purchase tickets).
- ▶ **Secondary Users:** Event Staff (manage schedules), Sponsors & Partners (brand visibility).
- ▶ **Stakeholders:** Event Organizers, Marketing Team, Finance (payments), Technical Support.



Features & Modules Delivered

- ▶ **Public Pages:** Home, About, Products & Categories, Exhibitor Directory, FAQs, Contact.
- ▶ **User Accounts:** Exhibitor registration, Visitor registration, Profile management, Dashboard.
- ▶ **Payments:** Secure payment integration for bookings and sponsorships (payment gateway).
- ▶ **Admin Panel/CMS:** Content updates, exhibitor approvals, reports, user management.
- ▶ **Media Management:** Optimized image handling, HTML5 video with fallbacks, lazy loading.

Tools & Technologies

- ▶ **Frontend:** HTML5, CSS3, JavaScript (Bootstrap or custom responsive grid).
- ▶ **Backend:** PHP
- ▶ **Database:** MySQL (users, registrations, exhibitors, transactions).
- ▶ **Other:** Email service (SMTP), Payment gateway (Stripe/PayPal or local provider), CDN for assets.



Key Learnings

- ▶ A B2B event website must combine marketing and functionality
- ▶ Clear navigation improves user retention
- ▶ Proper multimedia support enhances engagement
- ▶ Reusable architecture benefits future events



Registration & Payment Flow

- ▶ User lands on event page -> Clicks 'Register' -> Fills form (personal/company details) -> Payment page -> Confirmation email & dashboard access.
- ▶ Exhibitor flow includes booth selection, document upload (company profile), and invoice generation.
- ▶ Admin receives notifications for approvals and can export attendee lists.



Testing & QA

- ▶ Cross-browser testing (Chrome, Firefox, Safari, Edge) and mobile OS testing (iOS/Android).
- ▶ Form validation both client-side and server-side to prevent bad submissions.
- ▶ Load testing for peak promotion periods and stress testing registration flows.
- ▶ Security checks: input sanitization, CSRF protection, secure storage of credentials.



Deployment & Maintenance

- ▶ Deployed to cloud VPS or managed hosting with SSL and backups.
- ▶ Use of CDN and caching headers for performance.
- ▶ Monitoring: Uptime checks, error logging, analytics for user behavior.
- ▶ Maintenance plan: regular updates, content support, security patches.



Results & Impact

- ▶ Significant increase in online registrations (example: 30–40% within first month).
- ▶ Lower bounce rate on mobile due to responsive improvements (example: 20–30% reduction).
- ▶ Faster content updates by organizers using CMS; reduced manual effort.
- ▶ Improved exhibitor onboarding and clearer sponsor visibility leading to better conversions.



Project Timeline & Responsibilities

- ▶ Week 1–2: Requirement gathering, wireframes, and design approvals.
- ▶ Week 3–5: Frontend development and CMS integration.
- ▶ Week 6–7: Backend development, payment integration, and admin panel.
- ▶ Week 8: Testing, feedback iteration, and final deployment.
- ▶ Roles: Frontend Developer, Backend Developer, QA Tester, Project Manager.



Next Steps & Recommendations

- ▶ Add exhibitor analytics dashboard (views, leads, downloads).
- ▶ Implement marketing automations: email drip campaigns, reminders before event.
- ▶ Add multi-language support for wider regional reach.
- ▶ Build a mobile app or PWA for on-site scanning and schedules during the event.



Appendix: Suggested KPIs to Track

- ▶ Registrations (daily/weekly) and conversion rate.
- ▶ Exhibitor sign-ups and sponsorship revenue.
- ▶ Bounce rate and average session duration (mobile vs desktop).
- ▶ Payment success/failure rates and support tickets.



Conclusion

- ▶ The new Scofex platform offers a seamless, conversion-focused experience connecting exhibitors, brands, and visitors.
- ▶ It helped Scofex strengthen its digital identity and expand reach in the education and office supplies sector.

