

CASE STUDY: Website for IAC (Indian Association Cambodia), Cambodia

Overview:

The Indian Association of Cambodia (IAC) aimed to develop a modern, engaging, and functional website to serve as a digital hub for its members and the Indian community in Cambodia. The objective was to provide easy access to information about upcoming events, facilitate membership management, share embassy details, and promote cultural and community activities. Most important was to foster a sense of community by promoting cultural activities and facilitating communication among members. This project was assigned to us by one of our associate Mrs. Nisha Jain Gupta, owner of “TecPhygit – IT & Marketing Solutions” (located in Bengaluru, Karnataka, India).

Challenges:

Challenges for the execution of successful Website Development for IAC, Cambodia :

- Encouraging members to use the new website and its features.
- Addressing any resistance to change among older members.
- Ensuring compatibility across different devices and browsers.
- Training IAC staff to efficiently manage and update content.
- Ensuring the website content remains current and relevant.

Technologies:

WordPress, Elementor, MySQL, AWS Server etc.

Benefits Achieved:

- Streamlined dissemination of information to members and the broader community.
- Improved User Engagement.
- Simplified membership management.
- Reduced administrative burden on IAC official staff.
- Greater visibility for IAC activities and events.
- Attracted new members and increased participation in community activities.
- The use of modern technologies ensured the website is scalable and adaptable to future needs.
- Seamless multiple API integrations.
- Promoted Indian culture and heritage in Cambodia.
- Fostered a sense of belonging among the Indian community.

Requirements of the project:

- Platform for sharing news, updates, and information related to IAC and the Indian community.
- Enable users to view, register, and participate in events organized by IAC.
- Simplify the process of becoming a member and managing membership details.

Approach:

Approach for the execution of successful Website Development for IAC, Cambodia:

The solution involved developing a creative website (as advised).

- Conducted meetings with IAC representatives to understand their needs and expectations.
- Identified key features and functionalities required for the website.
- Deployed the website on a reliable hosting platform.

