Your Tribute Relaunches Online Memorial Website Builder Platform

Your Tribute was founded in 2002 to provide friends and family with a safe and secure online environment to connect and share memories. Individuals can use Your Tribute to create a personalized memorial tribute website to commemorate the life of a loved one. For the past 10+ years Your Tribute has been dedicated to helping families create more than 75,000 memorial tributes to celebrate the life of their departed friends and family members.

In 2012 Your Tribute expanded to offer end-of-life resources to assist individuals with planning for end-of-life, caregiving for a loved one, arranging a funeral and recovering from the grief of a loss. Your Tribute continues to partner with leading experts on funerals and grief to offer users the most comprehensive online collection of end-of-life resources.

Your Tribute Inc.

Industry	Location	Employees
Internet	Vancouver, BC	<20

Highlights

- Reverse-engineered the application to understand the fine details of the existing code.

- Integrated complex 3rd-party API's and tools including Facebook Connect.

- Test new features and complete end-to-end testing on a staging server before deploying.

The Need

Your Tribute had developed their online memorial platform with a previous vendor and now needed to improve the website performance, functionality and design. The client required a new vendor to develop new features and take over server management and application support. More importantly, the client needed a partner who can provide an on-going technology outsourcing relationship.

Key Challenges

- Learn about the website platform that was created by the previous vendor.
- Reverse-engineer the application to understand the fine details of the existing code.
- Integrate complex 3rd-party API's and tools including Facebook Connect, Aurigma Photo Uploader and Amazon Elastic Transcoder.
- Create design and development support documentation for the platform.
- Test new features and complete end-to-end testing on a staging server before deploying.

How Optimus Helped

1. Optimus met with the client to learn more about their existing web platform. The client demonstrated the functionality of the application and shared all technical documentation and access to the code.

2. Optimus rapidly acquired platform knowledge by reviewing the documentation and code. The documentation lacked detail, but the previous vendor was willing to work with the Optimus engineering team to walk-through the code.

3. Throughout the code analysis and server setup, in-depth design and development documentation was created to support the system.

4. Development and staging servers were setup by Optimus and the client completed end-to-end testing on the application to ensure that it was running properly on the new servers.

5. Optimus then met with the client to understand the requirements for the new features. The

3rd-party integrations were quite complex and Optimus created a detailed Requirements Document and Use Cases to capture the details.

6. Throughout the development Optimus worked closely with the client, which included daily emails and biweekly conference calls. As new features were developed the client tested on the staging server and reported all defects.

7. The new website was successfully launched on time and on budget and the client was very happy with their user's feedback on the website performance and new features.

"From the first day we started working with Optimus we knew that they were different than any other software company we had previously worked with. Their attention to detail and accountability were impressive from the start of the website development project, through the launch of our new website. We have been very satisfied with the quality of their work and have been pleasantly surprised by their level of service."

Jason Ropchan
Founder & CEO

The Result

Your Tribute now has a reliable technology partner that provides an agile methodology based extension to the client's team. The client has since been able to release major upgrades to their platform helping them increase their market presence.