Cashtime is a leading loan provider for title and personal loans in Arizona with 23 loan centers to cater to the needs of families in that region. It has helped over 300,000 customers to get the emergency loans with ease and in time. With its growing physical presence Cashtime wanted to overhaul its existing website as well as automate some of its manual processes to reach out to more people online and increase its customer strength. Knowing that most of the users these days would like to access any website on mobile devices like smart phones and tablets, they also wished that the website should be accessible in all the devices.

The Challenge – Why did we do it?

The challenge was to have a mobile optimized website with a great UI that should be easy to flow, so that the number of returning customers would increase with the new website. The website should be immediately able to provide the information that the customer is looking for. The performance was a major factor here so as to encourage the new visitor to stay and look through the website and the services that Cashtime offered. As the website would be used on all major devices and browsers, therefore testing the website was another factor that was to be taken care in great detail.

Apart from the above, Cashtime wanted to be able to update the content of their website on their own and also wanted the website to be highly scalable and available at all times.

Our Solution – What did we do?

As per the above requirements, Technousa and Cashtime's technical team together explored the latest technology platforms and proposed a mobile optimized website to be developed in the following:

- Latest version of Sitefinity (7.3) – to take advantage of the most customizable CMS available in today's time in terms of content experience and ease of use.
- Cloud platform like Windows Azure – to ensure scalability, performance and high availability with abundant storage
- Microsoft SQL server 2012 – which would be accesses using web services

We studied the functional requirements of the project based on the UI designs provided by client and produced a detailed document at our end to aid in development and testing. During this we asked many queries from client as well provided our suggestions to add value to the final website that we would deliver for Cashtime.

The main functionality which was covered under this project is as follows:

- The home page with carousal and rotator images functionality, all of which could be managed through Sitefinity with the actual images being stored on Azure storage.
- Trivial pages like About Us, FAQ, Privacy Policy, Make payment, Various Loan type pages like (personal loans, title loans, online loans etc, the content of which would be managed through Sitefinity.
- Pages like Careers and Contact Us with forms and respective processing associated with each.
- Find a loan center – This was the most important functionality of the website which would allow the users to look for Cashtime loan centers and their associated details. The locations data was retuned using a web service and was rendered dynamically along with a Google map also to show the respective locations.
- Each loan center would have its individual page which would be displayed on the basis of the details returned by the web service. It would also have the following options to:
  - Schedule an appointment
  - Get directions – The user could enter their own location and get directions to the selected loan center using Google Directions API

  All loan center pages have to be SEO optimized to increase online visibility.
- Schedule appointment was yet another requirement which was very important for Cashtime's business. User could select a loan center, fill in their won details along with appointment date and time and book an appointment as per the loan center's working hours and the still available slots.
- Get Approved Now – Functionality was to get a loan approved online by filling in the step by step details as presented on the screen.
- Apart from the above the website would also have a custom blog section, the content for which would be added by Cashtime through Sitefinity CMS.

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			Credit Application	

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Our Process – How did we do it?

METHODOLOGY

Requirements
- Opportunities and Solutions
- Requirement Gathering

Analysis
- Requirement Analysis
- Feasibility Study
- Scoping
- Documenting Requirement
- Change Control
- Reviews

Design
- Designing the solution
- Application Architecture
- High Level Design
- UI Design
- Reviews

Coding
- Technical Design
- Development
- Unit Testing
- Reviews

Deploy and Test
- Release Notes
- Staging Build/Deployment
- Unit Testing / Defect Fixing
- Integration Testing / Defect Fixing
- System Testing / Defect Fixing
- Reviews

Acceptance and Go Live
- UAT Build/Deployment
- Acceptance Testing / Defect Fixing
- Performance Testing / Defect Fixing
- Reviews
- Production Build/Deployment
- Go Live / Enablement
- Maintenance

The Results and the Benefits

The mobile optimized website for Cashtime was delivered on time and within budget. Based on the best of technology. It has empowered Cashtime to increase their sales by many folds with users reporting a great experience on desktop as well as mobile devices and being been able to access all relevant details required for getting a quick and easy loan from Cashtime.

In turn Cashtime also finds updating their site content with the use of Sitefinity highly beneficial and they have been able to manage their online presence very effectively with latest updates from their side being posted quickly for their customers. Overall it has been a very positive thing future roadmap of Cashtime's growth and expansion.

To know how we can do more for your business, contact us at any of the following:

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