

When on Facebook, Skwibble

Business Problem

With over 80 million active users, Facebook is the destination for people who want to communicate with others in a fun and highly social environment. Now Facebook users can interact using Skwibble's creative invitation and e-card application. Derek Shields vision of sharing and reusing the innovative designs on Skwibble.com now has a place in the Facebook world.

Solution

Preserving the same application structure that has been built for Skwibble.com, Guidance extended the existing API to integrate with the Facebook API. The strategy was to leverage as much as possible from the existing community infrastructure of Facebook (notification process, friend list, etc.) and combine it with the rich contents from Skwibble.com, resulting in an engaging e-card and invitation system for Facebook users to share with those in their network.

Benefits

- Enticing Facebook application
- New outlet to showcase Skwibble's innovative designs
- Increase in the system's user base

Service/Solution Area

- Custom Web Development
- Social Network Application

Software

- Facebook API
- Adobe ColdFusion 8
- Adobe Flash



Customer Profile

Skwibble.com is a place for people to browse invites, cards, post cards, announcements and cool content to use and communicate with others via email, online and eventually mobile. From the creative mind of award-winning design artist, Derek Shields, Skwibble.com was created as an alternative destination for cool, contemporary content on the web. Skwibble's application for Facebook was launched in the summer of 2008.

"It was a proud moment – to see my creative work on Facebook. Guidance just took the vision of Skwibble and implemented it on Facebook with ease."

Derek Shields, CEO
Skwibble

