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## O<sub>3</sub> INTERNET CONSULTING Case Study

### Outdoor Freaks

The Outdoor Freaks' goal was to build an online outdoor-oriented community with a highly interactive, content-intensive, yet friendly and easy-to-use website. Sportsmen and women would be drawn to participate and grow the website – and the community.

Additional goals were to educate people, provide easy-to-find state-specific information on licenses & regulations, encourage hunting & fishing and sell products & advertising.

Many hunting seasons start in the fall, and the site needed to be launched with interactive functionality by early August to take advantage of hunters' eagerness to plan and gear up for the field. When the project started mid-July, the Freaks' logo wasn't even complete!



By combining an agile methodology, an open source content management system and an incremental design, it was possible to meet the early August deadline with the highest priority functionality, including membership, forums, event calendar, games, automatic photo of the day and a map with links to state resources.

With this flexible approach, O<sub>3</sub> was able to launch a fully functional interactive website in just 29 calendar days.



[www.OutdoorFreaks.net](http://www.OutdoorFreaks.net)

The content management system provided 80% of the community-building functionality right away and allowed website content entry within a short timeframe and at a reasonable price. This created a mature, stable website that inspired confidence in prospective members.

The next phase started immediately, adding private messaging, member and public galleries, an auto-generated site map, videos, field journals (blogs) and a new design during August and September. In October, an enhanced search, member birthdays, member of the month, new affiliate ads and various usability updates were added.

The site will continue to grow with email newsletters and an online store to sell Freaks Gear. Visit the fledgling site as it stretches its wings – and the community grows.

O<sub>3</sub> websites – delivered On Time, On Target, On Principle.

How can I help you meet *your* goals? Contact me for a free evaluation.