

<b>Project Title:</b>	National Park Foundation – Park Pass Sales
<b>Period:</b>	Feb 2002 through today.
<b>Client:</b>	Triad Communications
<b>Complexity:</b>	2 databases, 22 tables, 350 Meg of live data. 160 ASP pages, 5000 lines of code.
<b>Technology:</b>	5 custom VB applications, 500 lines of code. IIS 5.0 ASP SQL Server 7 and 2000
<b>Summary:</b>	<p>The National Park Foundation markets the National Parks Pass to individuals and families in order to access National Parks where entrance fees are charged. Park passes normally cost \$50 each per year, but a number of promotional or marketing affiliations may reduce that price.</p> <p>The site consists of a number of pages to collect personal information from the customer, allowing them to customize their pass. Upon checkout the customer's information is captured and a nightly process transmits the day's information to a third party vendor for pass creation and mailing. Additionally, a call center takes phone calls from customers to purchase passes. They use a separate interface to purchase the pass. A Business to Business section of the site is also set up for bulk pass purchases by the parks for sales at the gate. An administrative section of the website allows modifications of current promotions, handling of refunds and other order manipulation and reporting functions. Functions for sending email confirmations during ordering as well as shipment notifications as well as generating transmission files for communications with the vendors occur automatically.</p> <p>Code Gurus assisted Triad Communications as a member of the team of 3 developers of active content, databases and shopping cart functions. Graphical design was performed in-house by Triad employees.</p>
<b>URLs:</b>	<a href="http://buy.nationalparks.org/">http://buy.nationalparks.org/</a>
<b>Reference:</b>	Tara Sprafkin 202-332-3800 tara@triad-com.com



Figure 1 - Park Pass Main Page

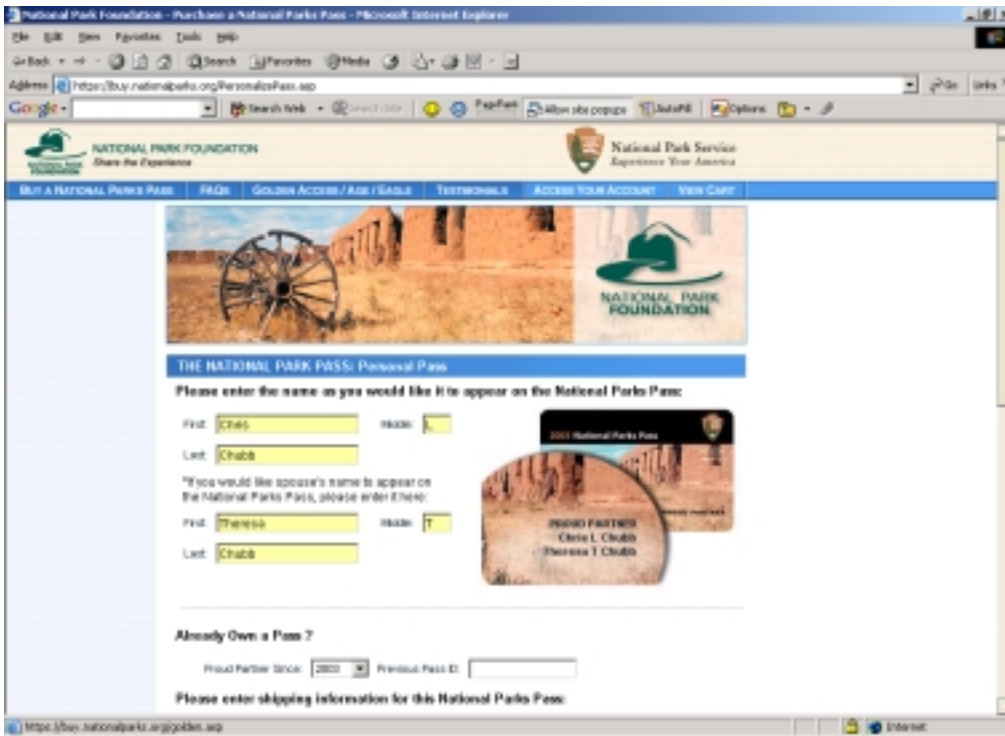


Figure 2 - Personal Information

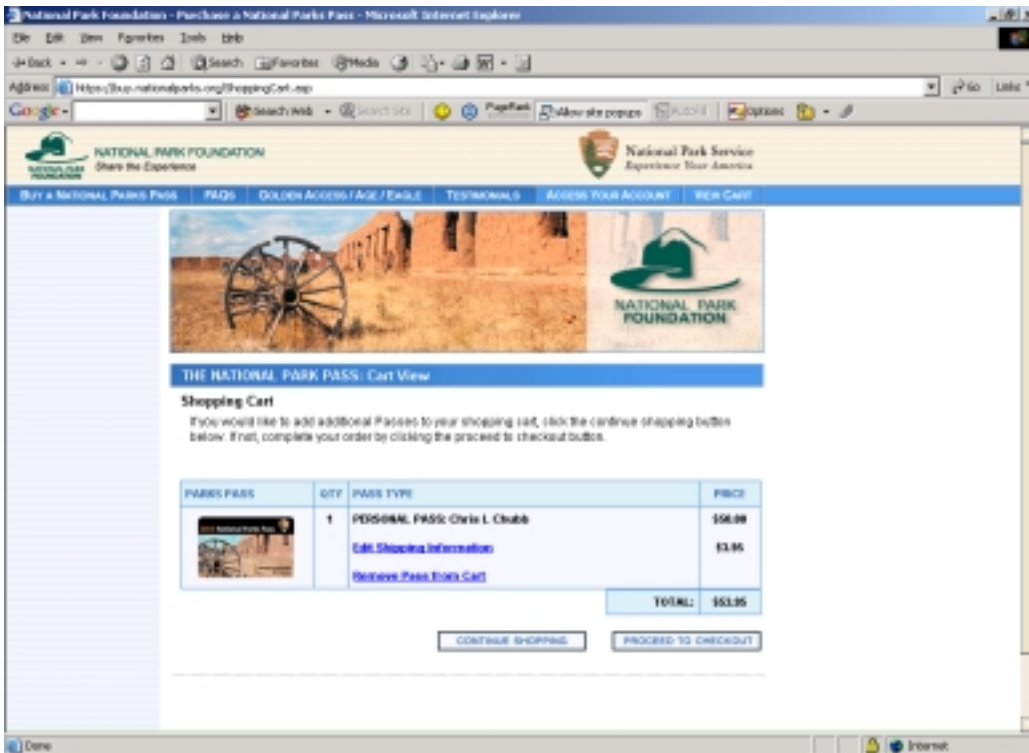


Figure 3 - Review Passes Being Ordered

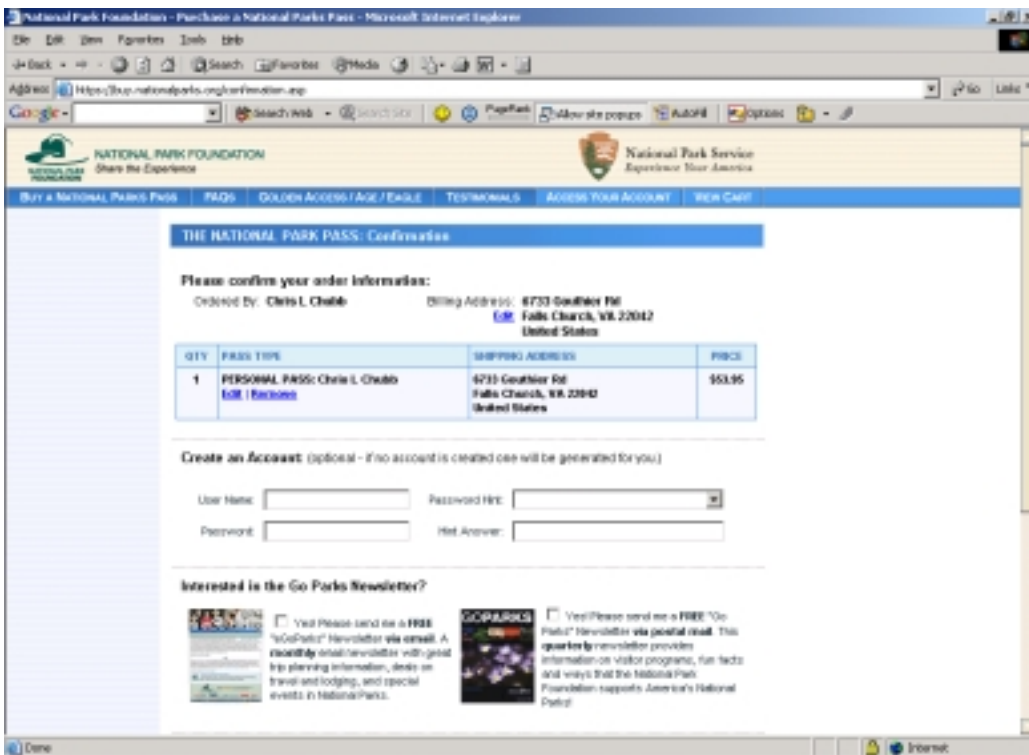


Figure 4 - Checkout

