

Funk Fest Concerts

<http://www.funkfestconcerts.com>

A website having enhanced features of various kinds of entertainment promotions developed using JOOMLA Technology.

Client Profile

The Client is a respected one day outdoor Old School Music Festival featuring an entire selection of some of the most well known artists from across the country like Whodini, Cameo, Frankie Beverly and others. The 2010 Funk Fest is the most awaited for program to be hosted in different locations of the USA.

The Challenge

The challenge of the website was to have us grow upon an interesting user friendly interface for enhanced usability. The web site was meant to offer the uniqueness of a popular website with JOOMLA and seeing to it that the portal also ranked well in the search engines. Our aim was engaging to work on a proprietary system with the following in mind:

- Enhanced ecommerce functionality with parameters that define the utilities of the end user
- A high usability graphical interface
- Restructuring the website in a bid to make it more efficient and user-friendly
- Enabling easier and faster content update

Our Solution

- Considerable developments were facilitated to the user interface to optimize the experience of the end user.
- We conducted a preliminary requirements analysis, by securing objectives with a thorough evaluation of the Client's business environment.
- Seamless integration within pre-existing systems
- Quality of software assurance enhanced with quality control and testing operations

Technology and Process Orientation

The aim of the task was to implement JOOMLA platform, an award-winning content management system, to effectively restructure the web site, making it more efficient and user-friendly. Client engagement was enhance with close integration of the teams throughout the project development phase with the following technologies:

- Content management CMS (Joomla)
- Installing Plugins
- Apache Operating System Environment
- MySQL Database Environment

- Web hosting

Results or Benefits

- Updating Web content is simple and fast
- Site visitors can now enjoy easy access to information about the latest old school musical groups playing at one of five Funk Fest locations across the country
- The Client is now able to enhance their market potential as a prospective player with a distinctive niche of fans

Web:

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