



**CONCERT AND ARTIST REVIEW PLATFORM**

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**CLIENT PROFILE**

Our client is a leading source of music news and concert information in the entertainment industry. They provide readers with music news, concert reviews, artist reviews, picture gallery and video clippings.

**BUSINESS CHALLENGE**

With digitization making its mark in the entertainment industry our client wanted to make a shift from print media to digital media. Apart from providing the news and reviews client wanted to create a platform where music fans could voice their reviews/feedback for various concerts, artists and venues.

**SURETEK SOLUTION**

Communities of fans are well informed these days and their opinion plays a determinant role in the success of music industry. In the age of increasingly universal streaming, we at Suretek came up with a solution where fans will be able to register their reactions in real time. The main challenge was to find new and better ways to make the process for writing and searching the reviews as easy as possible for the users.

Following areas were given the utmost priority when developing the solution.

1. Fast page speed
2. Semantically structured html tags
3. Structured data (schema)
4. Mobile optimisation
5. Image Optimisation (lossless compression)
6. Minified CSS, HTML and JavaScript code
7. W3C-compliant code

**Suretek's contribution and work profile:**

- Registration module for members.
- Direct e-mail of approval emails along with login credentials for members.
- App to quickly and efficiently write review and rating for a concert.
- Developed custom WordPress plugin.
- Customization of theme.



## **SURETEK INFOSOFT**

## ***CASE STUDY***

- Option to upload images and videos of the concert.
- A community platform to rate and comment on the reviews posted by other members.
- Searching capabilities to search review feedbacks based on artists, venue, date and ratings of the event.
- Social media integration.
- Considering that optimal viewing experience is important for all devices we used the responsive framework to get a consistent experience for every device.

### **TECHNOLOGIES USED**

PHP, WordPress, J-Query, Ajax, JSON, MySQL

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