



Case Study



Icreon

An Online Entertainment Guide

Our client, a UK based leisure complex, required a solution that would provide them with a platform to advertise and promote the various entertainment outlets that form a part of their outlets. Icreon delivered to them a web based information directory for entertainment and leisure options. An administration module was developed enabling the publication and management of content.

Customer Profile

Our client is an urban leisure and entertainment company based in Manchester, UK. The complex is over 350,000 square feet in area and includes several cafés, bars, restaurants, clubs, and a movie theatre.

Business Requirements

Our client required a solution that would enable them to create and maintain an online repository of information pertaining to their entertainment complex. They wanted a means to provide entertainment seekers with an entertainment guide that would include all outlet details and latest news on all events and happenings within the complex. Provisions for creating and organizing competitions wherein users can register and win prizes were required to be built into the application. Our client required the facility to create and upload image galleries for events organized in their leisure complex.

Back-end modules were required to be developed enabling the solution administrators to perform website administration tasks such as content uploads (news, outlet information, events etc), organize competitions, inform competition winners and manage website users.

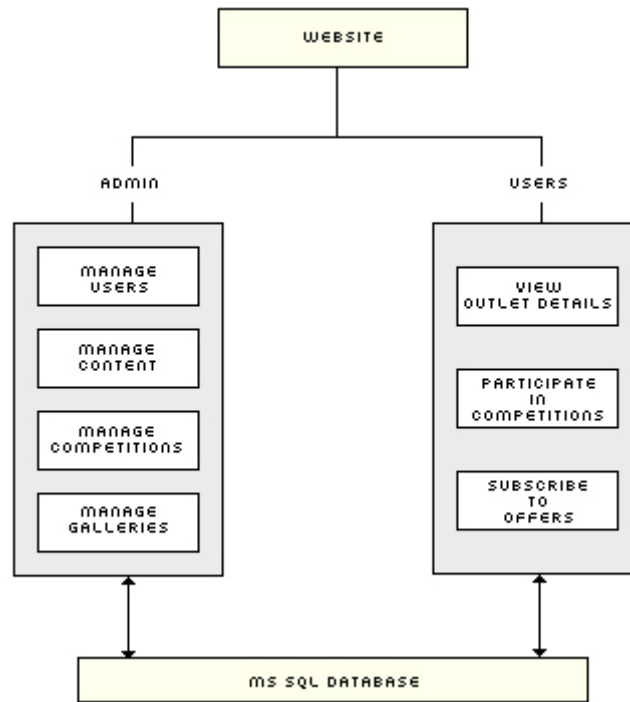
An online platform for sharing entertainment and leisure information

Based on the requirements of our client, Icreon designed and developed the web based solution. The application was built using the Microsoft .net framework thereby providing our client with a more robust and scalable solution.

The solution enables leisure and entertainment seekers to access the website and view detailed information on all clubs, cafés, and restaurants etc that are housed within client's entertainment complex, and enables them to view a venue map to locate these outlets within the complex. They can view schedules and details of deals offered and events organized at various outlets. Users can register with the website, receive offers and participate in competitions to win vouchers, free tickets etc.

The entire website can be maintained and managed by the solution administrator through the admin console. Administrators can upload content pertaining to the various sections of the website such as events, offers, news, outlet details and can perform the task of attaching images to the same.

Functionalities enabling administrators to create competition questions and associate them with selected outlets have been provided. They can view the list of competition participants and select winners from this list. Administrators can create image galleries, associate images and store descriptions for the same.



Architecture

Technologies used in developing this application are:



Summary

Icreon has provided our client with a cost effective platform to advertise and promote their leisure and entertainment complex among a large online community of users. Our client can organize online competitions and use it as a marketing tool to generate interest and promote specific outlets within the complex. The solution has provided our client with a means to create a one-stop reference and information guide to their leisure club.