

Improving the website experience and making the ticket booking seamless

At a glance

Industry
Entertainment

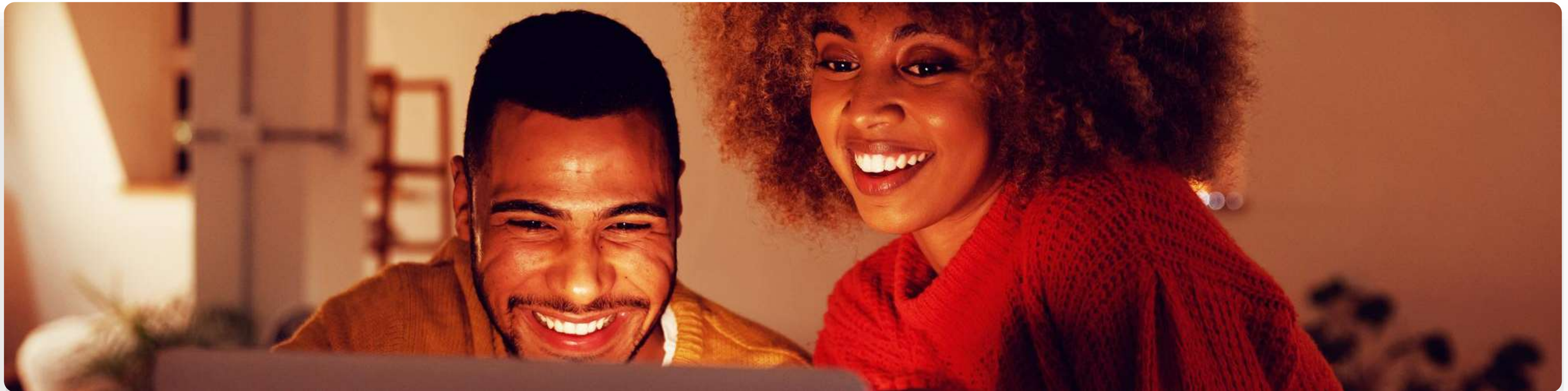
Business problem
Requirement for a new website to
improve user experience and
better content management

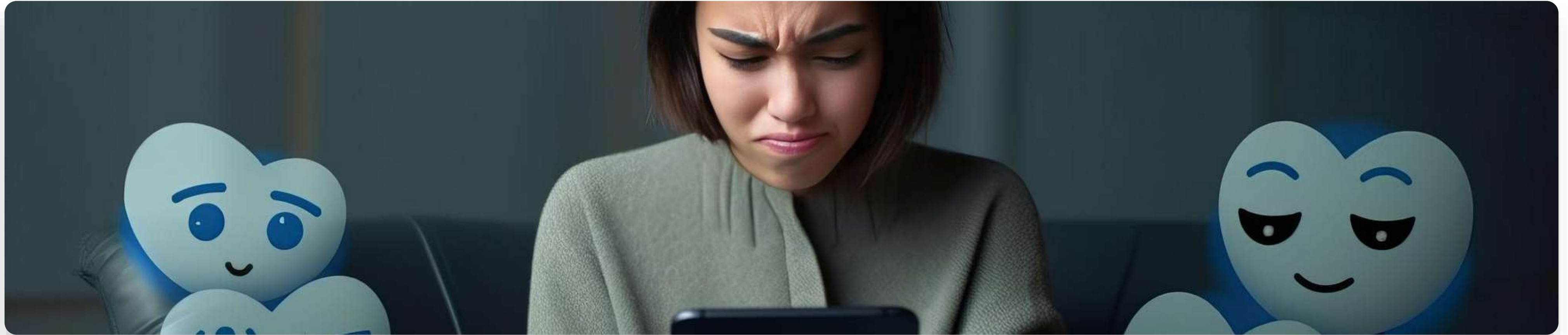
Expected goals
Visually appealing website to
improve customer experience.

Solution
Development of a new website with more
features and better user experience due to
enhanced user experience.

Context

The client is a Canada-based leading entertainment service provider. They wanted to build a new website that could improve the user experience and make bookings from the website seamless.





Business problem

The existing website was running on a CMS that was slow and cumbersome. It affected the overall user experience, including making the process of booking tickets inconvenient.

Expected goals

The key goals expected from this engagement were:

- Move existing website from Drupal 7 to a new CMS and platform.
- Improving the overall user experience on the website, including the core vitals.
- Make the ticket booking from the website seamless

Solution delivered

Boyle Software recommended leveraging the following technologies for building the new website:

- Contentful was used as the content management system, a web-based content management system with a composable content structure at its core.
- Next.js was used as the React-based framework, and AWS/CloudFlare in the backend.



Solution highlights

- Content created on Contentful can be reused in different channels. This was a prerequisite for the client since movie-related content needs to be reused in multiple places on their website.
- Next.js is a feature-rich framework and serves multiple purposes, such as client & server rendering, built-in image and font optimization, data fetching, and server actions.

Technology stack deployed:

- Contentful, Next.js, React, AWS/Cloudflare

Outcomes of the Engagement

The key outcomes achieved through our Solution, including an efficient implementation of AEM, are:

- Enhanced reader experience (CX) driving further subscriber growth, and enhanced reports and streamlined editorial publishing experiences (EX)
- Upgraded placement opportunities for non-intrusive ad presence and sponsorships
- Improved Google Web Vitals and significant projected improvement to business KPIs like “Average Session Duration,” etc.
- New features like personalization based on user location, special article templates for popular sections like Sports and Food & Drink, intelligent recirculation article selection, and many Quality Of Life Improvements

Key Project Outcome Metrics:



15%

Increase in tickets
booking per session





BOYLE SOFTWARE

A Beyondsoft Company

Since our founding 35 years ago, Boyle Software has been a company that is far more than the sum of its parts.

A subsidiary of global consultancy Beyondsoft since 2020, we pride ourselves on our highly skilled team, full of passion and knowledge for the latest design concepts and technologies.

Headquartered in New York City since 1995, we have operations in Europe and resources all around the globe - from Uruguay to Costa Rica, from Singapore to Thailand.