

Phish

Secure, high-traffic web experience



Legendary band Phish engaged Crowd Favorite to build a new WordPress site supporting rich media content (including photos and videos, merchandise, and tour information), easy-to-use administrative tools, and mobile-responsive layouts.

EXPERTISE PROVIDED

Design

- Web design
- UX design
- UI design
- Interaction design
- User testing

Development

- Web development
- WordPress development
- Systems integration

Content

- Content strategy
- Information architecture

Maintenance

- Technical support
- Web maintenance
- Performance optimization
- Hosting Liason



Challenge

Phish's outdated site was both difficult for users to navigate, and a challenge for their team to manage. Unfortunately, they had decades' worth of content tied up in Drupal, adding complexity to a migration.

Solution

Crowd Favorite migrated the site to the WordPress content management system, developing custom plugins and an administrative interface to allow Phish's team to manage content more efficiently than ever before. We also enabled mobile-friendly layouts for a seamless user experience on any device.

