Crowd Favorite

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.

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Phish's outdated site was both difficult for users to navigate, and a challenge for their team to manage.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.

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

