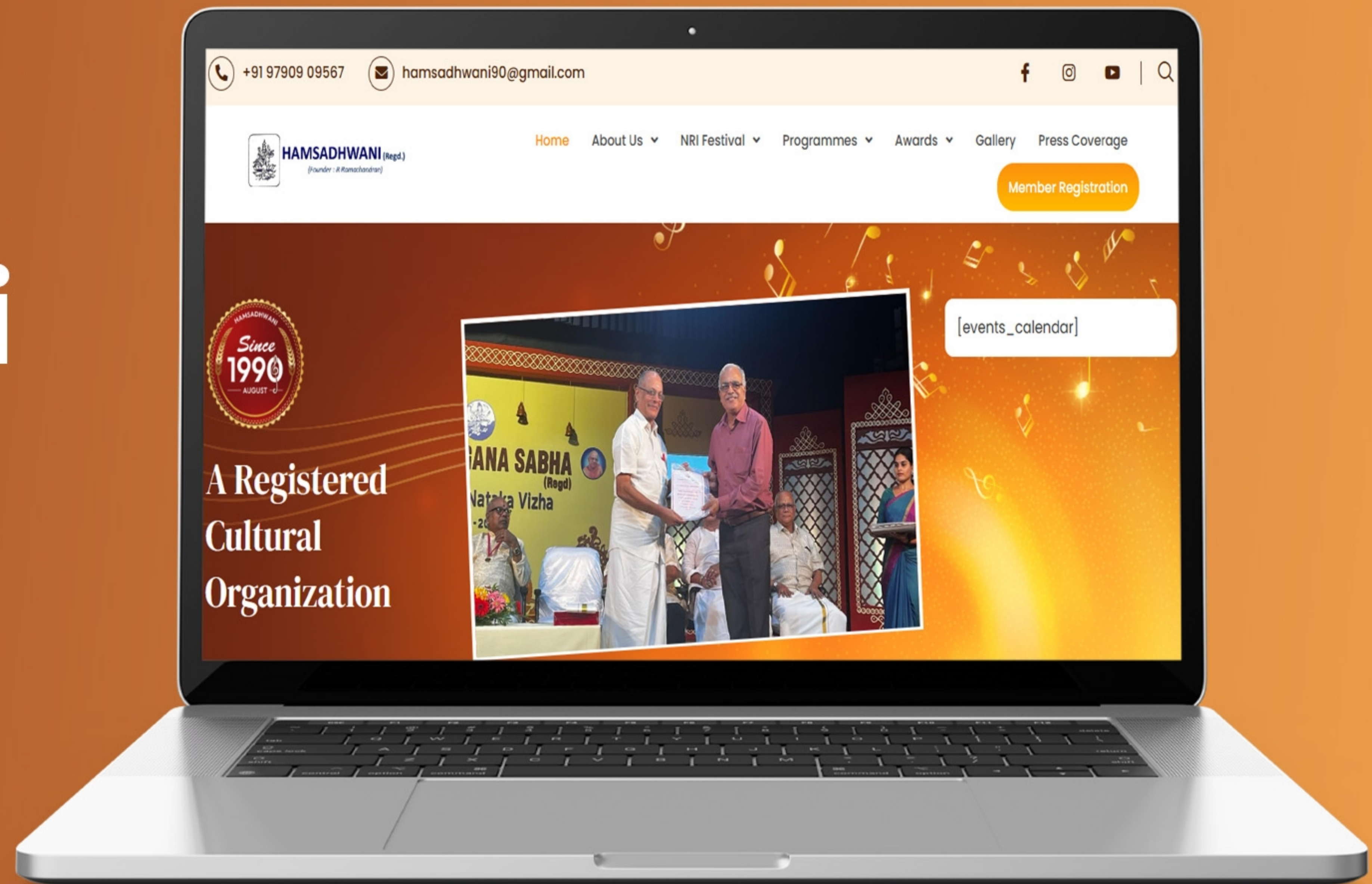


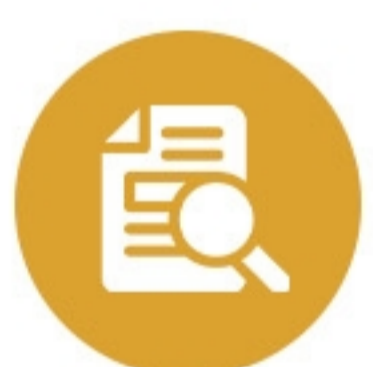


Hamsadhwani Website Development Case Study



THE CLIENT

Hamsadhwani, based in Chennai, is an association devoted to promoting Music, Dance, Drama, and Performing Arts. With over 1,500 members, it supports artists, scholars, and underprivileged youth pursuing the arts while fostering connections between North and South Indian music traditions. Hamsadhwani hosts Carnatic concerts featuring maestros and emerging talent and holds a major annual festival from January to April, attracting music lovers and artists.



OBJECTIVES

1. Improve website navigation and search functionality
2. Enhance user experience with a fresh, clean, and modern design
3. Develop a secure and easy-to-use admin panel
4. Implement membership registration and campaign management features
5. Ensure mobile responsiveness and accessibility



CHALLENGES

DCI overcame significant challenges while developing Hamsadhwani's website, including:

- ▶ Integrating complex event management and calendar features to showcase diverse programs and festivals
- ▶ Designing a responsive and accessible interface to cater to a wide range of users
- ▶ Balancing content-heavy sections with intuitive navigation and a user-friendly experience
- ▶ Ensuring seamless membership registration and campaign management integration
- ▶ Migrating existing content while enhancing overall website performance and security

These technical and design hurdles were successfully addressed to deliver an engaging and functional online presence.



SOLUTIONS

DCI's team employed a structured development methodology, including:

1. Requirement analysis and planning
2. UI/UX design
3. Website development using WordPress
4. Customization of website theme and CMS
5. Integration of WhatsApp Business API
6. Development of membership registration



KEY FEATURES

- ▶ Responsive design for mobile and desktop accessibility

- ▶ Secured admin panel for content management
- ▶ Membership registration with offline payment handling
- ▶ Campaign management for sending notifications to members
- ▶ WhatsApp Business API integration
- ▶ Customizable hero banner, static pages, and gallery management
- ▶ Secured admin panel for content management
- ▶ Enhanced search functionality and breadcrumb navigation



TECHNICAL SPECIFICATIONS

1. Content Management System (CMS): WordPress
2. Website theme customization
3. Responsive design for mobile and desktop screens
4. Web Content Accessibility Guidelines (WCAG) compliance
5. Secure login credentials and data encryption



BENEFITS

- Improved user experience and navigation
- Enhanced content management and administration
- Increased mobile responsiveness and accessibility
- Streamlined membership registration and campaign management
- Boosted website security and performance



RESULTS:

The revamped website successfully achieved its objectives, providing Ham-sadhvani with a modern, user-friendly, and secure online presence.