Fullestop Case Studies

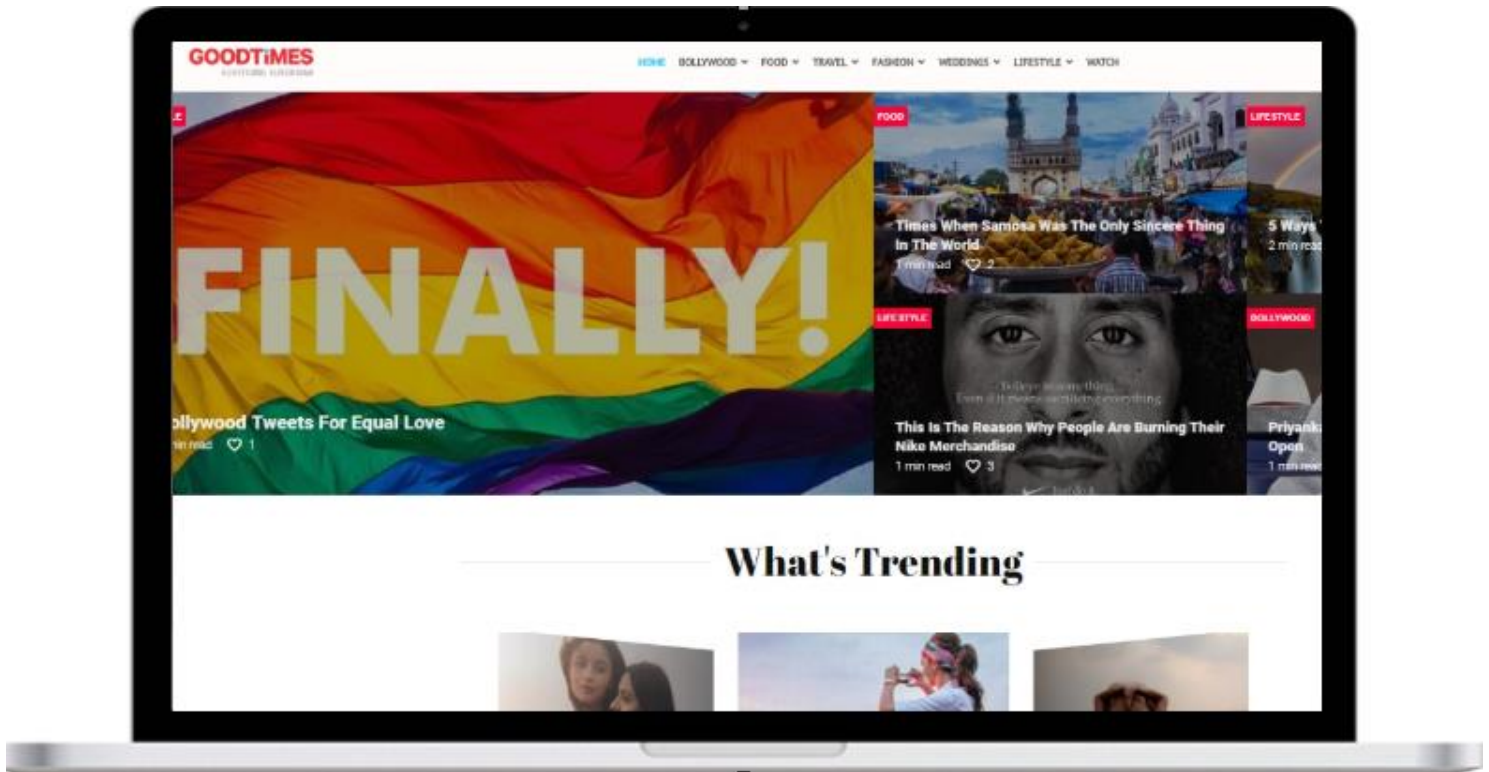# NDTV Good Times

Website Design & Development

CASE STUDY

NDTV Good Times

COMPANY BACKGROUND

NDTV Good Times is the flagship channel of NDTV Lifestyle Limited which is owned by New Delhi Television Limited. It was launched in September 2007. NDTV Good Times underwent a makeover in November 2013 to redefine the lifestyle entertainment category codes once again. From being India's oldest lifestyle channel, it became its youngest with programming that is impulsive, interactive and with an attitude that resonates with the youth. The new logo, icons, indents and a vibrant and dynamic colour palette are a testament to the channel's continuing evolution as India's premier lifestyle entertainment destination.

OBJECTIVE

NDTV approached Fullestop with the objective of developing a website for promoting their popular show "Yaari Dosti & Shaadi" and giving its viewers mantras on how to enjoy food both highway and Michelin star, find good health through salsa and yoga, pick fashion trends off ramps and street, both Indian and global, explore destinations and enjoy luxury from around the world.

Fullestop developed a mobile friendly, eye catchy yet professional looking website that helps people know what is in trends on Yaari Dosti & Shaadi and get amazing style guide for their perfect marriage.

- The primary goal for this website development was to promote and market the popular TV Show "Yaari Dosti and Shaadi".

HOW FULLESTOP HELPED

- Design Layout design website considering branding aspect with more industry-specific design tone which works effectively on both desktop browsers and the myriad of mobile devices and gives the best quality browsing experience - whether on a smartphone, tablet, netbook or e-reader.
- With the ease of content manageability, the website allows admin to promote latest season anytime through videos, advertisements and by providing information through the backend panel of website.
- The objective was achieved by giving attention to most granular details, understanding and realizing the key areas to work on, deploying new technologies to support the idea and committed efforts.
- Fullestop designed the application specifically keeping the target potential reach in mind and helped NDTV get an appealing eye catchy website for their popular TV show.

CHALLENGES

Following are the challenges faced by Fullestop while developing "NDTV Good Times" website:

- Launching the site within 15 days including design, development and QA was one of the challenges faced. Despite that, Fullestop worked and delivered a fine quality website with appreciable design and UX interface.
- Developing a user friendly interface with nice design and fluid user experience.

TECHNOLOGY USED

- **Cake PHP:** For web service implementation
- **MySQL:** (Backend Database for analytic data)
- **JQuery**

RESULTS

Fullestop has developed a one stop solution that is:

- Eye Catchy designs that helps NDTV to reach out to a larger audience worldwide.
- Offering NDTV a platform to promote their latest shows through images/videos and other information
- Robust and having a user friendly UI

SUCCESS STORY

Created by Fullestop, https://www.mygoodtimes.in/ acts as a one stop solution for all the viewers of "Yaari Dosti aur Shaadi" to get updates about the show and get amazing tips for style guide. On the other hand, the website helped NDTV to promote their show online and reach out to a larger audience worldwide.

A Case Study by- Fullestop