

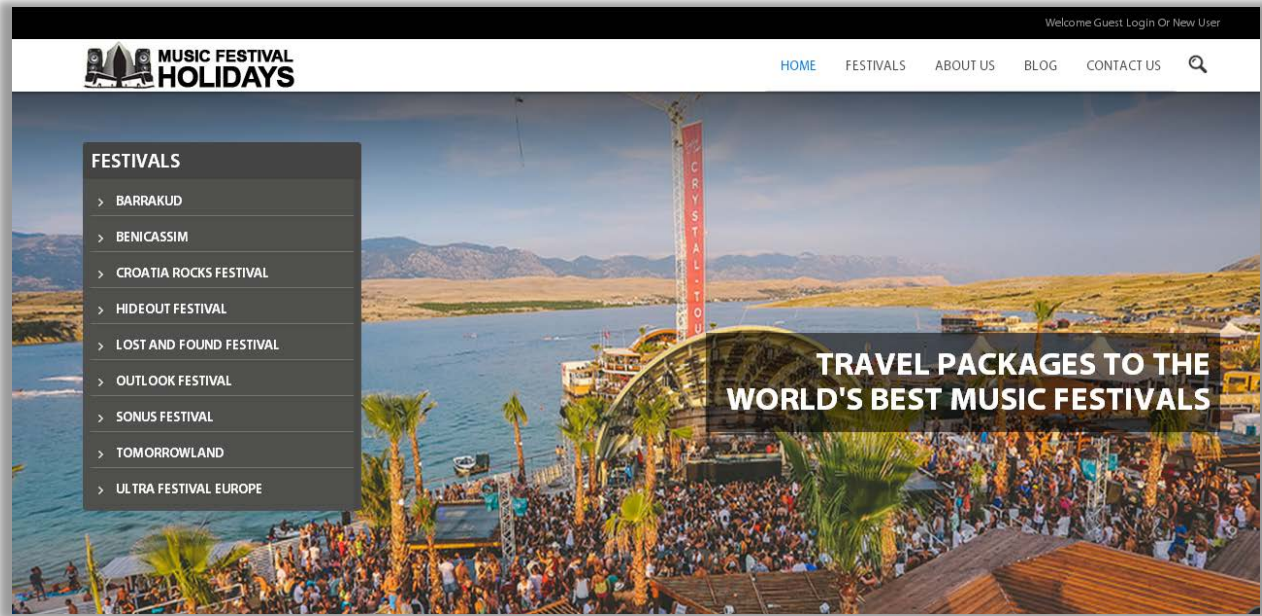
Fullestop case Studies

MusicFestivalHolidays.com

Scalable, Usable application @
Fullestop

CASE STUDY

[MusicFestivalHolidays.com](http://musicfestivalholidays.com) - Your no.1 travel provider for European festivals



URL: <http://musicfestivalholidays.co.uk/>

Category: Travel

Objective

The purpose of the website is to provide users a proper vacation planning solution for the exotic Music Festivals of Europe. The website should list Europe's Music festivals on the basis of their popularity, rates and fame. Moreover, the vacation planning platform must include tickets, flights, executive coach travel and transfers and an experienced and friendly team of staff providing the best customer service to the users.

The other goal of the website is to provide financial protection for all the holiday expenses done via the website. All the transactions must be certified to offer optimum security. On the whole, the website must formulate the festival holiday according to the requirements of the user so that their trip may become according to their liking, affordable, secure, planned, and most of all, enjoyable.

Challenges

The main challenges faced by Fullestop are:

- Migrating all of the relevant data from the old website which was running already
- To come up with a solution that was unique and effective in taking user's requirements, and helping them plan their vacation
- Dynamic posting of the recommendations and popular Music Festivals of Europe
- Developing a user friendly interface with nice design and fluid user experience.
- Working on several optimization techniques to channel large amount of data into the database and fetching it.
- Testing the application in various user scenarios for traffic handling.

Synopsis

Fullestop developed a holiday travel planning solution for the users interested in the Music Festivals in Europe. The website is a robust platform for putting your requirements, selecting the Music festival you are interested in, and planning your whole vacation. The website provides planning for the following parts of your vacation:

- Tickets
- Flights
- Accommodation, etc

We understand that planning a vacation could be a bit risky; security comes first in the mind of users, so we offer them financial protection by ATOL scheme. The transactions on the website are also secure, so that users could experience a peaceful travel filled with fun and enjoyment.

The other features of the website are:

- Listing of Featured Music Festivals
- Explanations of the listed festivals
- Blogs
- Facility to build your own holiday

Technologies Used

- **HTML 5:** For development of user interface.
- **JavaScript/ JQuery/ AJAX:** Client side scripting for incorporating additional features like validations, slider images, and quick transitions
- **Cake PHP:** The web application framework for back-end programming language of the website (in PHP)
- **Apache:** Web server
- **MySQL:** Database server for storing and fetching website data.

Result

Fullestop has developed a website that is:

- Secure in nature, offering quick and safe transactions
- Effectively collecting user requirements and fabricating an optimum travel scheme
- Quick in operation with fluid transitions
- Perfect for analysing the Music festivals which user wants
- Robust and having a user friendly UI

A Case Study by- Fullestop