



WE HELPED SIGHT & SOUND PACK THE HOUSE



Objective

Create a responsive web application & robust ticketing solution for a theatre with over one million annual attendees.

Solution

Seisan designed and developed a responsive web application to serve as the online presence and online ticketing platform for Sight and Sound Theatres in both Lancaster Pennsylvania and Branson Missouri.

LEVERAGED TECHNOLOGIES

- AngularJS Responsive Web App
- Amazon AWS
- Amazon S3
- AWS ECS
- Custom Built Web Services
- Scalable JSON Web Services
- Highly Secure Data Storage and Transmission Methodologies
- Integration with custom retail point of sale platform
- Laser Barcode scanning for in-theatre device scanning

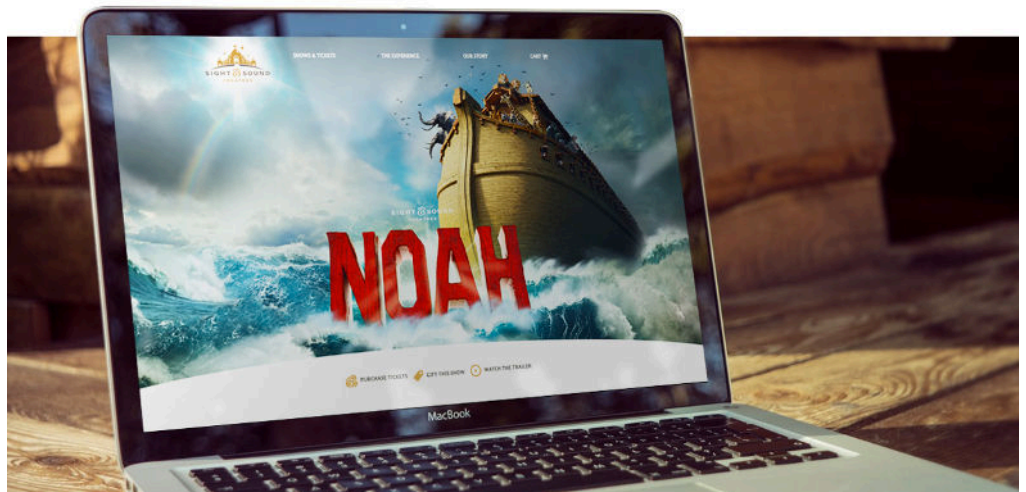
PLATFORM INTEGRATION

- Google Analytics
- DirectUs CMS
- Real Time Credit Card Processing

CORE CAPABILITIES

- Application Development
- UX/UI
- Cloud (AWS)
- Systems Integration

The project included user experience design, database architecture, web services, a public facing responsive web application, and a powerful back end system built on the Amazon AWS platform.



With locations in Lancaster, Pennsylvania and Branson, Missouri, Sight & Sound Theatres has a reputation that goes well beyond those states' borders. Their highly-acclaimed, larger-than-life productions draw in over one million attendees annually.

Desiring a modern web presence that's commensurate with its high-quality brand, Sight & Sound enlisted the help of Seisan to create a responsive website that would

accurately represent and expand their brand presence online, broker ticket sales, as well as handle high traffic volume.

In addition to supplying our team with user requirements for the site and ticketing process, Sight & Sound also granted Seisan full autonomy to leverage the most applicable backend services and toolsets to bring the most capability to the project. In other words, to do what we do best, so that they can continue to do what they do best.

SEISAN'S APPROACH / SIGHT & SOUND THEATERS WEBSITE

PROJECT OVERVIEW

There's a difference between updating an old website and unveiling a whole new experience. Given their penchant for setting the bar high with their theatrical productions, it should come as no surprise that Sight & Sound wasn't interested in merely modernizing their existent site – they wanted to knock it out of the park. Seisan, of course, was happy to oblige.

The Sight & Sound team came to Seisan with a familiar predicament – its website wasn't optimized for the ever-growing base of users that were accessing it on mobile devices, its ticketing system was outdated and cumbersome (for users to navigate and for staff to manage on the backend), and its look and feel just wasn't in line with the standards that they hold for their own set design. With that in mind, the goal was clear: to build and deploy a web experience that would serve as the theater's digital home base

and feature an intuitive online ticketing system capable of handling traffic from over one million show attendees each year.

TECHNOLOGY DETAILS

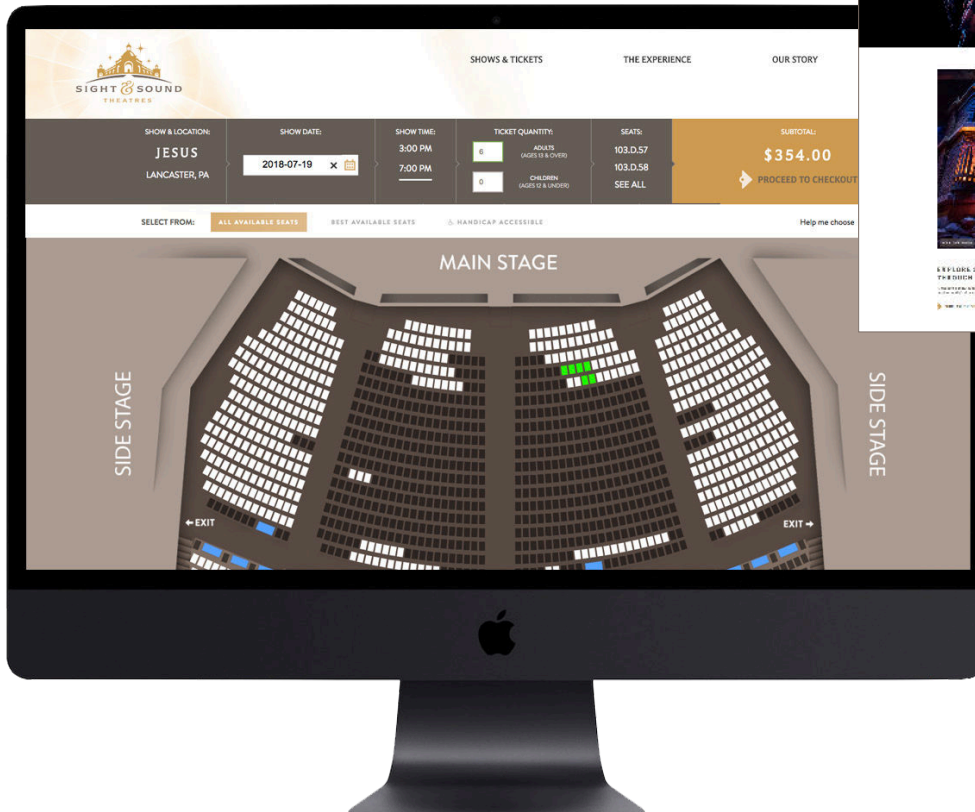
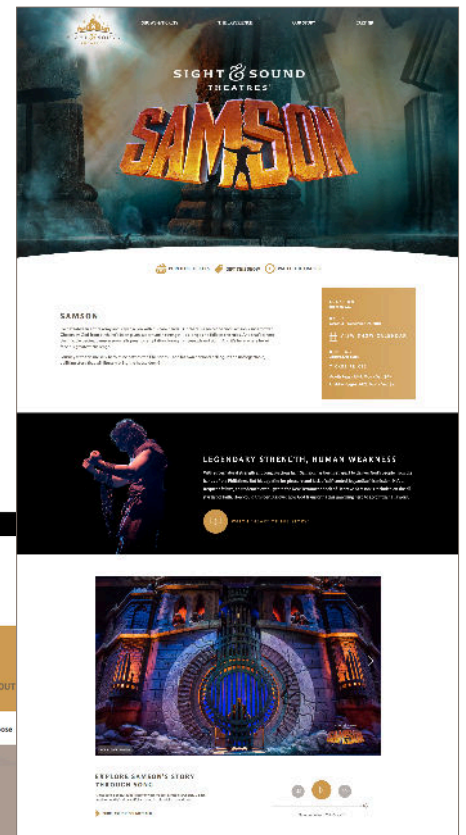
The Sight & Sound project included user experience (UX) design, CMS architecture, and web services integration, yielding a public-facing responsive web application that featured a custom secure content management system.

Sight & Sound were early adopters of Angular for their entire web presence. The Seisan team worked with technical professionals from Sight & Sound on an implementation strategy for the cutting-edge enterprise Angular framework.

Development for both their internal and external web applications required operating within a precise design guideline, supporting existing SEO goals, integrating with third-party analytic and telemetry services, and architecturally support a variety of content management systems.

RESULTS

The new website and online ticketing system were overnight successes, garnering overwhelmingly positive feedback from website visitors. Since the deployment of the public-facing website, Seisan has worked with Sight & Sound on several other initiatives, including an enterprise intranet platform, a cast scheduling portal, and 3D rendering tools that are utilized by set design staff.



TAKE YOUR SEATS

Seisan developed a one-of-a-kind seat selection and ticketing system. Allowing for extremely large groups to book seats for multiple shows was a requirement that required considerable planning and backend payment integrations.

FULLY IMMERSIVE

Coupling the full real estate of the screen with the beautifully impactful Sight & Sound imagery delivers an unforgettable experience.

