

Case Study: Core Gospel Music

Core Gospel Music is an online music subscription/membership-based portal that provides users with different genres of songs ranging from classical to metal. The client was in need of a modern website that would display songs and artists under different categories and also allow the playing of songs on the website.

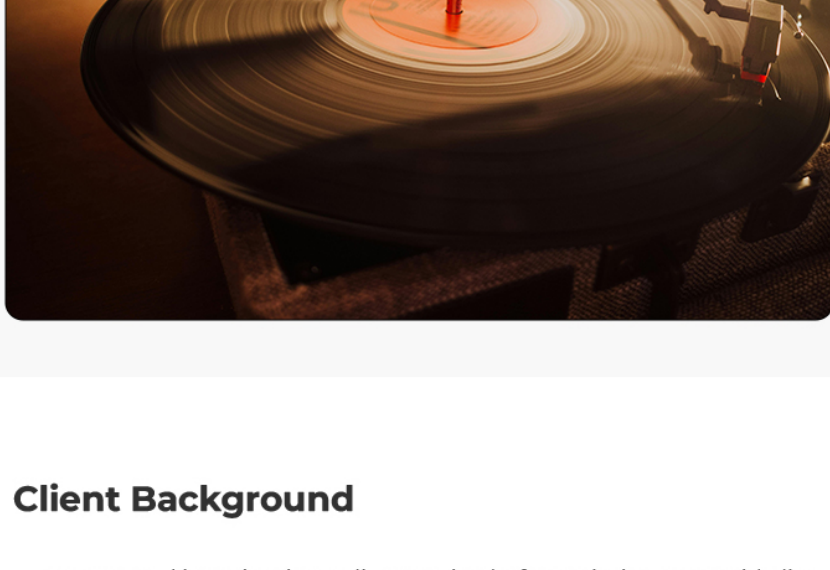
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Project Overview

- The music platform connected with Digital Aptech to design a website with a vast collection of African songs spread over multiple categories
- Our team designed a WordPress-themed website with a subscription-based membership login
- With its huge inventory of musical collections, the client wanted a website that would allow users to listen to the music of their choice by playing it directly on the website

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Client Background

- Core Gospel is a Nigerian online music platform aiming to provide live music streaming and subscription-based membership and
- The client wanted to develop a smooth website with a smart dashboard and a vast inventory of African and international music



Challenges

- Online payment integration for subscription and membership payment
- No existing website for the given client
- Making the website as user-friendly as possible while integrating a plethora of categories
- Including a vast inventory of music
- Availability of songs in multiple languages across the globe
- Live music streaming and music download option
- Option to add live radio channel of the platform

Technology Stack used



WordPress Theme

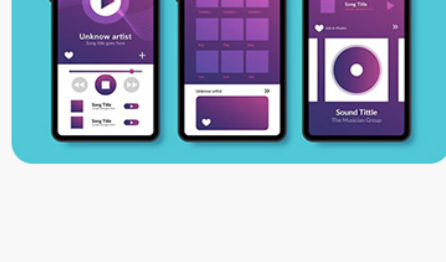


WooCommerce

The Solution Provided

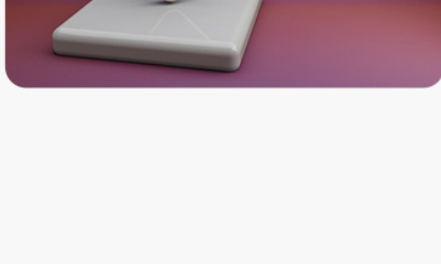
Solution #1

A musical website with a look and feel that would attract its users to explore more



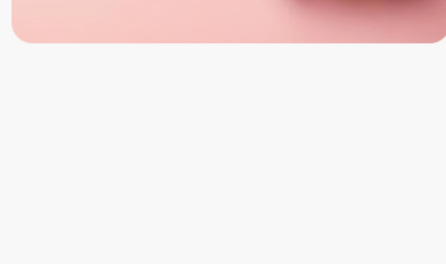
Solution #2

The option to download songs of their choice



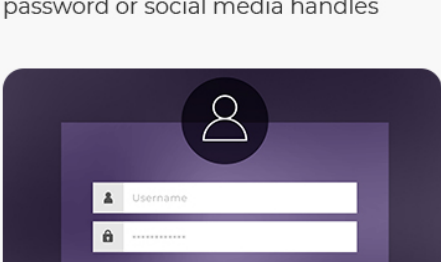
Solution #3

Different categories of music artists and languages



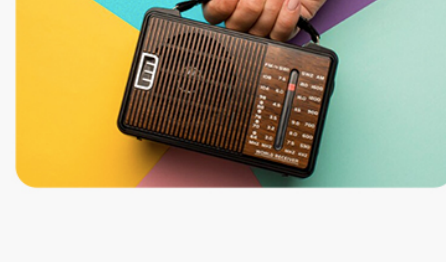
Solution #4

Integration of a registration portal for subscribers and giving options for registered members to log in using a password or social media handles



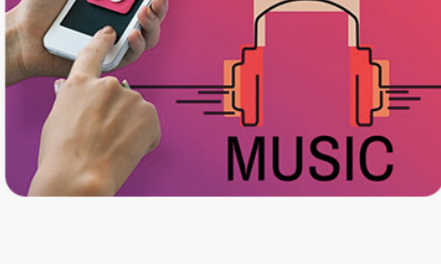
Solution #5

Integration of website radio channel, television channel and let users play music online



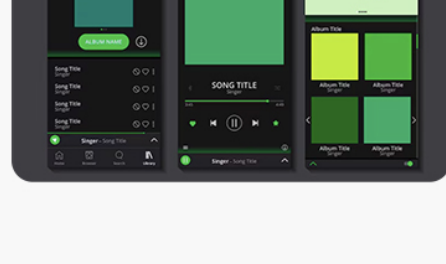
Solution #6

Developing a dynamic website where admin can add to existing list of music and artists



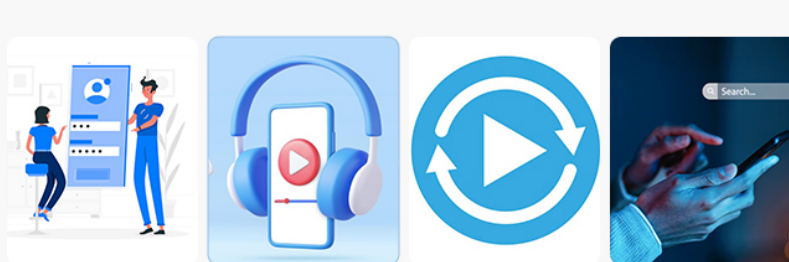
Solution #7

Option to let users create a playlist and song wishlist



Key Features and Benefits

- Account creation and log-in feature
- Membership login with unique credentials
- Personal playlist creation
- Live music play and replay option
- Access to categorized music
- Access to newly released albums
- Advanced search button



The results

- An apt musical website offering a wide variety that makes for a good revenue generation with its subscription/membership model
- A user-friendly musical portal where users can register and create an account to access different music genre
- Users can easily add to their balance to download songs of their choice from the portal.
- Option to play and listen to songs online without paying for them
- Option to listen to website radio or website television as a user
- Create a playlist as a user and keep adding to it to listen to them later
- Admin can update playlist and add to the existing list of songs or refresh them with a new collection

Conclusion

- The business managed to increase its user base and customer with the newly developed streaming website
- Core Gospel Music became a popular choice among music listeners across Nigeria for the features and the vast song collection that it offered
- The website helped many music listeners find and stream their choice of music. It improved the platform's popularity and revenue
- A well-functioning and responsive website has contributed to higher customer engagement
- The business saw significant improvement in its membership count since the website was launched



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