

asioso relaunches the website for the Bavarian Philharmonic Orchestra

Client:
Bayerische Philharmonie

Date:
July 18, 2023

Categories:

Tags:
#Bildung
#Pimcore
#CX
#Development
#e-commerce

The Bavarian Philharmonic Orchestra wanted to improve its web presence and make it more modern. In addition, asioso is developing an ordering option for various items such as CDs/DVDs.

Challenge

The **Bavarian Philharmonic Orchestra** wanted to improve its website with a website relaunch, as the existing CMS was outdated and the old website no longer met the latest requirements. The design was also to be adapted and renewed as part of this process. In addition to the goal of a good website presence, another was to advertise current concerts. These can be viewed according to date or individual filters and allow the desired tickets to be purchased via a direct link.

Solution

The website was **implemented with Pimcore**. A design was created in advance and then implemented.

The product pages are clearly presented and differentiated between main and subcategories. Products can be sorted into the individual categories so that they are automatically displayed in the right place on the website. Several images (a preview image and additional images via the image gallery) and product information can be added to individual products. The shopping cart is always displayed at the bottom of the page and payment can be made quickly and securely via PayPal.

Benefits

- Modern and more intuitive design
- Good web presence
- Improved usability
- High user experience and UX design

- Improved clarity
- Introduction of a simple web store
- Find information quickly
- The option to advertise concerts

About the Bavarian Philharmonic Orchestra

Since 1994, the non-profit association Bayerische Philharmonie has been conceived and committed as a multinational and intergenerational institution. Its purpose is to promote musicians with the aim of teaching symphonic music-making and making music professionally. In connection with its artistic and educational program, it has always been of particular importance to the Bavarian Philharmonic Orchestra to dedicate itself equally to social commitment and thus to cultivate a culture of social co-responsibility.

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