



Case Study People's Theatre Project

People's Theatre Project

Introduction to product/business: (explain what client does) - The PTP Company is a multigenerational, multilingual New York City-based touring company, composed entirely of Latinx, Black, and immigrant artists of color. The PTP Company creates ensemble-based theatre to amplify and humanize the immigrant experience in the United States. Motivated by survival and the desire to restore those who have been dehumanized by dominant racial narratives, the PTP Company celebrates the art of hope, life, and resistance.

Industry:

NGO and Art Theatre

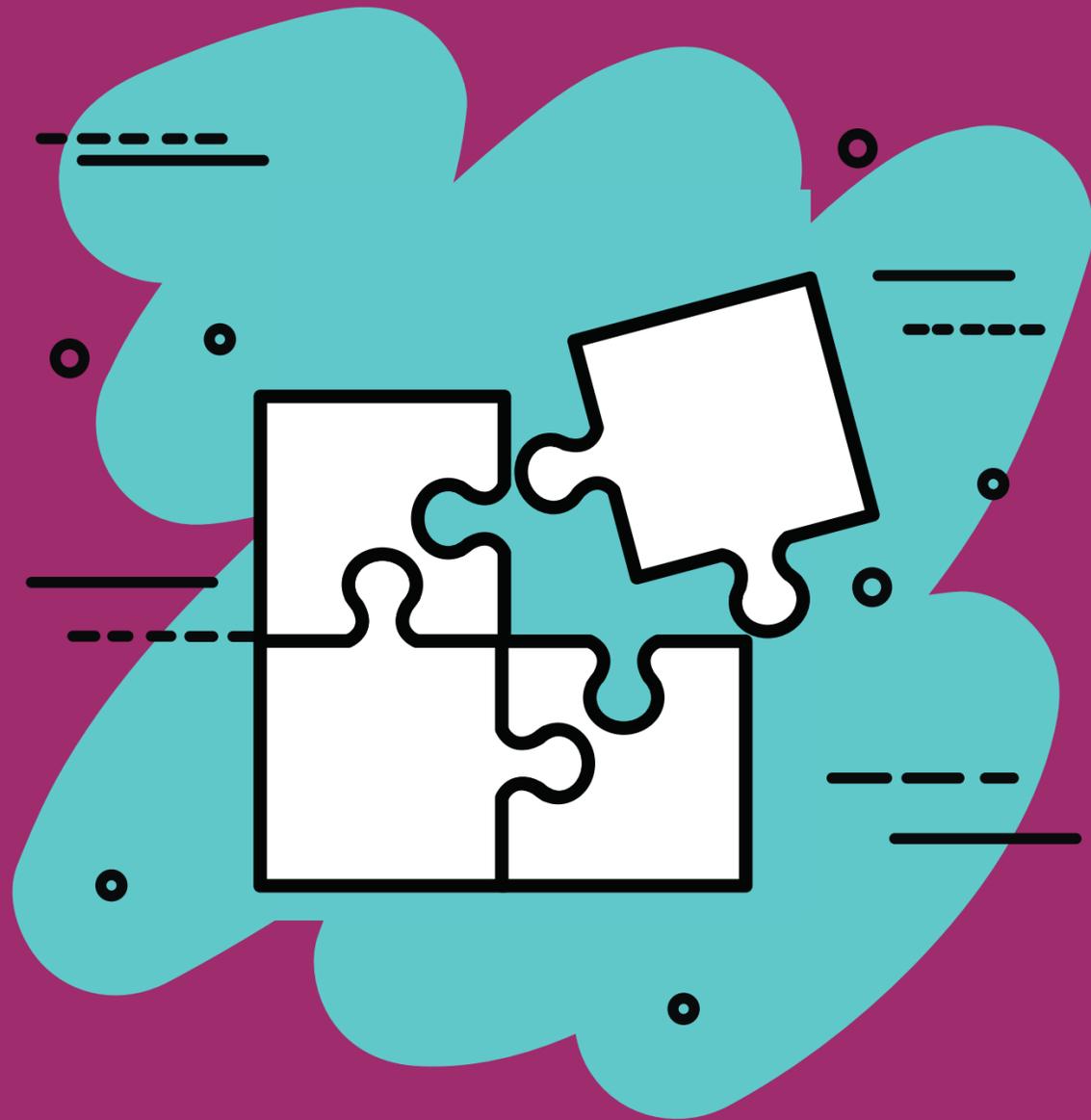
Founders:

Mino Lora & Bob Braswell

Founded Year:

N/A

CHALLENGES



List down all the challenges the business was facing or was trying to solve before your contact:
They needed a platform where their audience could donate and buy tickets to plays/drama's etc. This was a new challenge as we had never done this in the past.

SOLUTION

Overall Solution in short:

We managed to assemble a couple of plugins and allow them to take donations directly from the website to their bank accounts. Also an online ticketing platform where people can buy tickets and reserve their seats for an upcoming event.





RESOURCES

How many resources were involved?

A team of 1 developer, 1 designer and 1 project manager.

SOLUTION

How did you deliver?

We brought the design together and Scheduled regular demo sessions with the owners to brief about what has been achieved, After some back & forth, the owners liked the overall look and feel and froze the requirements.

How much time was required?

Approx 4 weeks.



RESULTS

Explain Results with

It was a great challenge to build the site as their target audience were people from an artistic background, it was important that the website looked clean and appealing to this audience. We managed to customize a lot of sections in the inbuilt theme to meet the client expectations.



Abhishek Shah

Founder & CEO



The key to success is to develop a winning edge

Our Values

Integrity, Agility & Human Touch

Vison / Misson

Aspiring global technology leadership in HR Tech domain

Contact Us

Reach out to us for inquiries
or comments.

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