



Dogs on Acid

Client

Dogs on Acid (DOA) (www.dogsonacid.com) is the world's largest drum and base music forum. DOA has over 2 million registered users and over 10 million forum posts. DOA has successful number of shops, including the DOA MP3 store, which caters to over 17 thousand labels. DOA also brings forth fresh interviews, mixes, albums, single reviews and other points of news/info resulting in the massive growth of DOA community in the last 10 years.

Challenge

From a basic forum and online music shop DOA wanted to their website to the next level by offering high end features to DOA users. The website was running on the same database and architecture since last 10 years and with huge information and traffic on the website, led the performance of the website to be very poor. Considering the need for upgrade, user stats and website scalability requirements ISHIR's analyst's team decided to redevelop the website from scratch.

Solution

The challenge before ISHIR was to understand the DOA user's requirements and expectations from new website. The DOA design did not change since its beginning and hardcore DOA followers were not ready for a drastic change in the look and feel of the website. ISHIR team had a challenge to take the website to a whole new level while keeping the essence of the current DOA website so users do not lose their emotional connect with DOA.

Analyzing the information gathered made it clear to the ISHIR and DOA team that:

- The Web site was currently not robust enough to support traffic and huge forum database.
- The forum software vBulletin was outdated and upgraded version could provide whole lot of new features to the user making forum interaction more easy and fun.
- As new sections got added over the years, the website was lacking overall consistency.
- The visual design was dated

With the strategic vision in place, the team began to focus on the information architecture that would organize the copious amounts of content being created every hour on DOA. ISHIR team re-sketched each and every section of dogsonacid.com. The website was given a more polished an up to date look and feel while keeping the base color and placement of key forum links same. More advertising opportunities are created by strategically placing more banners in website sections. New video section was added to the website allowing users to not only to share their music audios but music videos as well. Multiple open source 3rd party tools were customized for smooth integration with the website. Some key 3rd party tools used on DOA are vBulletin, Kaltura and OpenAds. The old database was migrated to updated databases along with server migrations to give scalability and stability to DOA website. The new DOA website is developed using latest open source technologies and is also compatible with mobile devices including iPhone, iPad and Android devices.

Results

Being used to same platform for last 10 years, the instant acceptance by DOA users is a major goal achieved. With new features and ease of use the average page views and time spent has tremendously improved. Compatibility with mobile devices has doubled the video views on the website. With advance moderating features and spam protection DOA admin and moderators are spending less time keeping the site clean. DOA continues to utilize the services of ISHIR to explore and implement new features on DOA. Check out DOA site on www.dogsonacid.com and about DOA new website on <http://www.dogsonacid.com/showthread.php?t=617929&mode=article>

About ISHIR

ISHIR is a global diversified outsourced IT services company which brings offshore outsourcing to clients' doorstep.

We assist our clients to achieve their business objectives by successfully outsourcing their non-core business processes and functions in the areas of technology and digital marketing.

We have been part of the outsourcing industry since 1999 and have successfully implemented strategic offshore programs in the areas of custom software development, software product development, casino game development and outsourced digital marketing production services to India. ISHIR has been servicing clients thousands of miles away, maturing into a core dependable extension of a client's internal team.

ISHIR has extensive experience in providing outsourcing non-core business processes - IT functions (software development, product development, SharePoint consulting and development, mobile app development, software testing, managed IT services, cloud computing solutions), Interactive (web design and development, game development), Internet Marketing (search engine optimization, paid search, display and social media marketing services), setting up Built Operate Transfer (BOT), specialized R&D facilities, and non-IT functions (data entry, research, customer support, finance).

We have vast experience in offshore outsourcing and have matured into a dependable outsourcing partner providing substantial value and savings to our clients, often exceeding up to 65 percent. We leverage our people, processes and effective use of technology to catapult our clients to achieve their business potential.

Next Step: Discover how ISHIR can accelerate the success of your business. Contact us today:

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