

Bigfoot Events Case Study - UX-Focused WordPress Development

Overview

Bigfoot Events is a premier entertainment and event management company in the UK, specializing in connecting organizations with talented artists and performers. Their website is a vital platform for showcasing a wide range of categories and performers. Citytech was engaged to redesign and develop the Bigfoot Events website, focusing on improved usability, modern design, and streamlined user interactions.

Challenge

The project required addressing several key challenges:

- **User Experience:** The existing site needed improvements to make it easier for organizations to contact artists.
- **Navigation Complexity:** With multiple categories of performers, a robust menu system was essential.
- **Artist Shortlisting:** Users needed a simple way to shortlist and save preferred artists for later contact.
- **Design Consistency:** A modern, user-friendly layout was required to enhance engagement and professionalism.

Solution

Citytech implemented a comprehensive solution that combined design innovation with technical expertise:

- **Layout Design & Prototyping:** Created detailed Figma prototypes to visualize the site's look and feel before development, ensuring clarity and alignment with client expectations.
- **Theme Development:** Built a custom WordPress theme tailored to Bigfoot Events' branding and functional requirements.
- **UX Improvements:** Enhanced workflows to make contacting artists more intuitive and efficient.
- **Mega Menu Development:** Designed and implemented a MegaMenu plugin to organize multiple categories of performers, improving navigation and discoverability.
- **Artist Shortlisting Feature:** Developed functionality allowing users to easily shortlist artists and save them for future contact based on preferences.

Key Features Delivered

- **Modern Layout:** Clean, responsive design that highlights performers and event services.

- Interactive Prototyping: Figma prototypes provided stakeholders with a clear preview of the final product.
- Streamlined Contact Process: Simplified forms and workflows for contacting artists.
- Robust Navigation: MegaMenu system for easy browsing across multiple categories.
- Personalized Experience: Shortlisting feature enabling users to curate and manage preferred artists.

Results

The redesigned Bigfoot Events website delivered significant improvements:

- Enhanced Usability: Organizations can now easily find and contact artists.
- Improved Engagement: Modern design and intuitive navigation encourage deeper exploration of available performers.
- Operational Efficiency: Streamlined workflows reduce friction for both users and administrators.
- Future Scalability: WordPress CMS provides flexibility for ongoing updates and feature expansion.

Conclusion

Citytech successfully transformed Bigfoot Events' online presence with a user-focused WordPress solution. By combining thoughtful design, prototyping, and custom development, we delivered a platform that enhances user experience, simplifies artist engagement, and supports the company's mission of connecting organizations with exceptional talent.