

Wordpress | Website Hosting | UI/UX Design | Development |  
Web Design | Mobile Responsive | Custom CSS | Social Media  
Integration | SEO

## Tagline:

Endorsing the brilliance of multi-user world-class indoor playground idea with the sharpest website.

## Project Details:

Project Name: My Play Factory

Application URL: <http://www.myplayfactory.com/>

Country: India

Domain/Industry: Sports, Event Management, Fitness, Entertainment

Client Name: Sona Vallaippa Group

## Client Profile:

My Play Factory is a multi-user indoor playground in India. It is an indoor playfield for the games such as cricket, football, basketball and other games. It also rooms events including seminars, events, concerts, functions, sports tournaments for corporate, family, friends and schools. It caters into sports, entertainment and fitness facility with the aspiration of gifting fun-filled memories to people. Being the first trampoline park in India and third largest in Asia, it provides various customized packages according to customers' requirements.

## The Problem:

As high spirited & enthusiastic nerve centre, My Play Factory dreamed to connect with millions of people with its uniqueness. It needed access to and a digital platform to reach out to people across ages and geography.

## Goal:

To build a crisp and neat website with navigation for flawless user interface. Showcasing all the available games, facilities and programs with detailed information and booking options.

Spreading the spirit of sports to people across all the digital platforms with rich content and images.

## Our Approach & Solution:

With the same spirit and curiosity, Nextwebi team had intensified discussions with My Play Factory team in order to understand all the big and tiny details of the business, values and its offerings. Nextwebi team came up with the step by step implementation strategy for myplayfactory.com with the apt technology, platform, engineering and design. We, Nextwebi took the website to the next level by giving the soul of the website, content with a wholesome marketing strategy.

Some essentials of the application are listed below:

### For My Play Factory Team

- Seamless inventory system with live updates of online and offline bookings and payment options.
- Manage various categories with clear navigation.
- Manage the brand updates.
- Seamless payment gateway.
- Social media Integration with each page.
- Manage business collaboration and deals.

### For Customers

- View and select the available games, packages and programs with detailed instructions, images and information.
- Enquiry forms and details for events and business collaboration.
- Make a booking with online and offline payment options.
- Gift card options to gift any package to loved ones with the quick gateway options.

## Result:

The brand has a stronghold on its dream of being connected to people while spreading the spirit and joy of sports and gatherings. The dynamic website clearly communicates the brand's core offerings and values. The website helps the brand to have a wide digital presence across the country. The website helps the brand to have a strong grip in the market as a leader in the sector.

