

Ballet and Tech

How a New User-Interface Website Brought
a Classic Dance to the Modern World



Swan Software Solutions

Reliable. Scalable. Affordable.

317-597-5535 | www.swansoftwareolutions.com | 706 Pro-Med Ln. #101, Carmel, IN 46302

A ballerina in a white tutu is captured in a graceful pose, with one leg raised and arms extended. The background is plain white.

The Client

The Client is award-winning and highly skilled. With talents that range from dancing to choreographing to directing, she excels at all aspects of this classical dance.

After decades in the business, she opened a conservatory, which is one of the premier pre-professional ballet schools in the Midwest.

The conservatory is committed to teaching its students classical ballet and providing the next generation of dancers for the world's stage. Their commitment shows in both their students' high rankings at competitions and the frequency with which their students pursue professional dance careers around the world.

The conservatory combines both traditional and modern teaching methods.

The conservatory also goes beyond simply teaching students to dance and makes an effort to reach their community and share their love of ballet. They stage performances at venues from hospitals to festivals and provide people who might not have an opportunity otherwise to discover the beauty and grace of ballet.

The Problem

Although the client had introduced modern techniques and teaching methods into her dance studio, she had not done the same with the conservatory's website.

The school's online home was outdated and didn't provide the functionality they would like. Visitors to the site didn't have easy access to the information they needed and the site was difficult to update and maintain. With the importance of a business providing a high-quality, fully functioning website, the conservatory realized that it needed to make a change.

How could they reach people outside of the school, when they lacked a welcoming and informative website?

They needed a place to showcase what they offered and reach potential new students. In addition, they wanted to be able to update and maintain the site on their own.

With that goal in mind, they began to look for a technology partner. They could concentrate on jetes and pirouettes and their developer could concentrate on javascript and programming



Team

1 Developer

Time Frame

6 Weeks



Tech Stack

Languages



Libraries



Integrated Development Environment

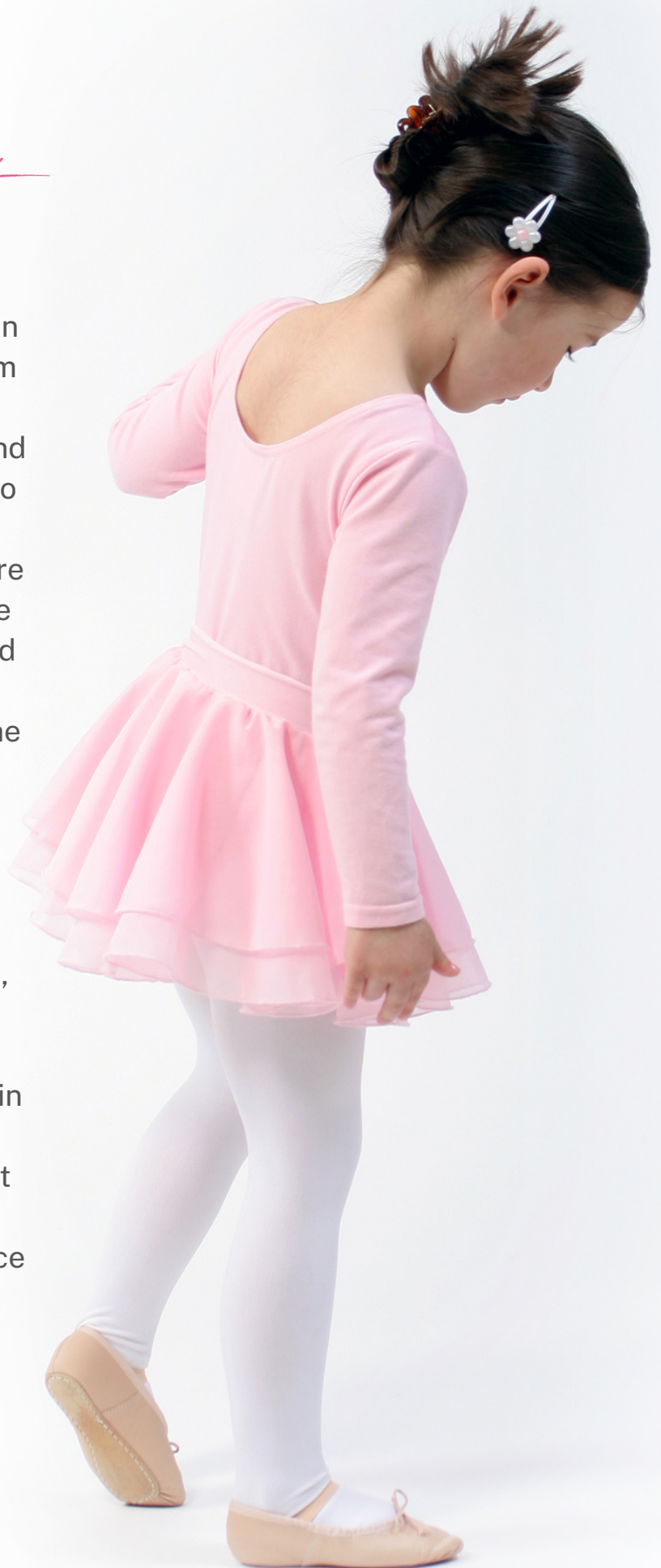


The Solution

The conservatory selected Swan Software Solutions to help them bring their vision into reality. Swan provided an affordable and reliable outsourced developer to create and deploy the new website. The developer took care to design a high-quality website that combined classic grace and a modern fresh look.

Within a short period of time, the website was finished and deployed. The newly revitalized website showcased the organization and what they do. Built on WordPress, the page centralized needed information, streamlined the maintenance, and provided the client with an easy way to update and maintain it on their own.

With the new website, our client is able to continue to reach others with the beauty and grace of this centuries-old dance.



The Results

With the new website, the conservatory is better able to :



- Welcome potential new students and introduce them to the school and what it has to offer.
- Stage multiple major performances a year for the community.
- Dance in many other venues to give anyone who might not have an opportunity otherwise to see a ballet performance.
- Easily update the website with new photos, videos, and text to continue to connect with visitors.
- Offer scholarships to talented male students.
- Continue to provide students with the training and passion they will need to become excellent ballerinas and danseurs on the world's stage.

For more information contact
Swan Software Solutions



Reliable. Scalable. Affordable.

317-597-5535 | www.swansoftware.com
706 Pro-Med Ln. #101, Carmel, IN 46302