



Faith Music Missions is dedicated to providing a comprehensive resource for music albums, bands, musicians and songs that their users love. It provides information on latest releases and covers music under all categories which accounts for its large user base.

It also provides a unique service of a recording studio as it believes that people who want to make music should have the opportunity of recording it with the same level of expertise, knowledge and quality as anything the world has to offer. Not only it helps in recording but also has a provision to distribute the recorded music by implementing a customized campaign strategy.

It also aims to provide its services to desktop as well as mobile users which make it all the more popular among music lovers / creators as well as other general public.

## **The Challenge – Why did we do it?**

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The complete website of faith Music Missions is based on Asp.net. The main essence of this website is its music catalog which had to be made using all possible criteria like music categories, album name, musician as well as song title itself. Also the details regarding the songs / albums had to be made available to the users so that as per their preference they could add to them to their cart and make a purchase by checking out using a suitable payment method.



Faith Music Missions also wanted all their music to be SEO optimized so that it would easily searchable through popular search engines and thereby increasing the incoming traffic as well as sales conversion. Not only this they wanted a simpler version of their desktop website to be available to its mobile users, therefore they required a separate mobile website for the same. Apart from this they also wanted their users to be able to participate in monthly membership plans which would allow them to have music at a subsidized rate as covered under the plan. They also wanted to manage their recording studio plans, payment and other details related to it.

Apart from this they also wanted comprehensive admin panel to manage / upload music, manage orders, users, subscriptions, coupons and various reports related to sales, etc.

## **Our Solution – What did we do?**

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As per the goals of the website, Faith Music missions alias FMM had a list of requirements which included new module developments, enhancements, improvements as well as some fixes. As per FMM's requirements, Technousa did a detailed analysis of each business level requirements based on its experience in the domain and by asking the client appropriate questions and suggesting the best possible solution for each.

The complete project was managed through Asana with Technousa and Faith Music Missions participating in each discussion so that the task could be completed accurately and in time.

Technousa documented all the requirements in a software specification document so that complete information could be provided to the development and testing team. For each development phase, once the coding was complete, it would be deployed on to our internal staging server where the testers would test it as per the requirement document and make sure that the end product was bug free. Post the testing phase, the deployment team, deployed the respective release on client's UAT so it could be approved for production.

The FMM website (desktop as well as mobile) has a plethora of functional as well as non-functional requirements which were delivered most efficiently by Technousa and some of the most significant ones are mentioned as below:

- ✚ Home page to showcase promotions, latest releases and special music like children's music, soundtracks, instrumental music and search for music by album title, song title, musician, etc.
- ✚ Browse music by music categories and being able to view details for various albums like album name, artist, and price for CD / downloading music as well as sound samples and streaming links to listen to the music.
- ✚ Monthly Music membership plans for selling subscription to CDs and its integration with Zoho Subscription SaaS service.
- ✚ Recording Studio, its features and various recording packages available under it.
- ✚ Management of products, artists, orders / phone orders, payments, users, music categories, coupons through admin as well as a reports module under the same.
- ✚ URL Rewriting of product and category pages for SEO friendly structure.
- ✚ Easy address lookup to our MOBILE and Desktop sites using USPS address lookup integration for United States.
- ✚ Advanced Payment gateway integration for Credit card payment as well as internal payment method of "Pay by Invoice".
- ✚ Integrating users on the main FMM website to Capsule CRM and syncing of user details onto the CRM.
- ✚ Bulk Import for coupon codes through admin.

## A Brand New Experience Is Here!

**fmm** Purchase on mobile website. Listen in App.  
**fmr** Listen to Faith Music Radio live.

Apps now available for iOS and Android [DOWNLOAD NOW](#)

**New Releases**

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<p><b>Sugar Grove Christmas</b> Sugar Grove S... \$15.95</p>	<p><b>A Gift to Him</b> Emily Feather... \$15.95</p>	<p><b>Journey</b> Cecily Hamilt... \$15.95</p>	<p><b>Refuge</b> Brad Dalton F... \$15.95</p>	<p><b>Where Faith B...</b> India Werner \$8.95</p>	<p><b>Nail It to th...</b> Mark Bohman F... \$15.95</p>
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<p><b>A Cappella Ch...</b> Ed Russ and L... \$15.95</p>	<p><b>His Hand in M...</b> Ed Russ and L... \$15.95</p>	<p><b>Telling the W...</b> Ed Russ and L... \$15.95</p>	<p><b>A Cappella Ch...</b> Ed Russ and L... \$8.00</p>	<p><b>The Old Count...</b> Ed Russ and L... \$15.95</p>
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**Soundtracks**

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<p><b>The Old Spinn...</b> FMM Sound Tra... \$10.95</p>	<p><b>He Paid the D...</b> FMM Sound Tra... \$10.95</p>	<p><b>A Child of th...</b> FMM Sound Tra... \$10.95</p>	<p><b>When Christ S...</b> FMM Sound Tra... \$10.95</p>	<p><b>The Finished ...</b> FMM Sound Tra... \$10.95</p>	<p><b>It Came Upon ...</b> FMM Sound Tra... \$10.95</p>
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Download Our Mobile Apps!  
 Preview and Download Your Favorite Music ... all on your smart phone

Apple Android

## Our Process – How did we do it?

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## The Results and the Benefits

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FMM music is more searchable and easily reachable to its users which have made it a favorite over many of its competitors. The faith music missions have an edge with respect to functionality as well as technology which makes it a far superior experience. Its integration with zoho, capsule CRM and other SEO improvements have been some of its key selling points to its users. They love the simplicity of the way they can access music on Faith Music Missions. With its principle goals and future plans for more enhancements, Faith Music Missions would continue to grow its user base as well as retain the existing as it believes in keeping of delivering the best to its users.

## Contact Us

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To know how we can do more for your business, contact us at any of the following:

<b>Company Address</b>	317,417 Pearl's Corporate, W Mall, Mangalam Place, Sector-3, Rohini, New Delhi – 110085.
<b>Phone</b>	<b>India:</b> +91 011 47097432 +91 011 47016226 <b>USA :</b> 001 (716-941-7348) <b>UK and Europe:</b> +44-020-3002-7885
<b>Email</b>	sales@technousa.com



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