

Sounderbox landing pages

Organisation's name and address: Sounderbox, 29 rue de Briord 44710 PORT SAINT PÈRE France

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Description: Sounderbox is a social jukebox designed to create a new way to listen to music in public places. There are 7 people in the structure.

Field of activity: new technologies

Name of the supervisor within the partner organisation: M. Clément Delafargue

Name of students: Nada Staouite, Guillaume Giannuzzi and Julie Hoang Kim

Objective (s): landing pages development for Sounderbox

- Identify and document the different kinds of targeted customers.
- Work on a specific content for each segment and implement tailored landing pages.
- Work on HTML / CSS / JS for content creation and visitor tracking as well as deployment and production processes on clever cloud.

Project Articulation:

Determine specifications with the client

Conducting a market study

Developing the pages.

Technical Characteristics:

Creation of landing pages to tailor the description to visitors' needs

Defining the landing pages (text and illustrations), the structure;

Developing the pages (HTML5, bootstrap)

Apply SEO's tools

Schedule and intermediary objectives (for the 2 meetings with your tutor):

Objectives of the 1st meeting:

- Landing pages specs definition
- Conducting market study
- Finding the value propositions of each client
- Finding key words the clients would type on search engines.

Objectives of the 2nd meeting:

- Validating the landing pages' content and structure
- Developing landing pages