

Case Study

Piano Bar

www.pianobar.poznan.pl



Industry

Food, Beverages, Services

Partner

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Background

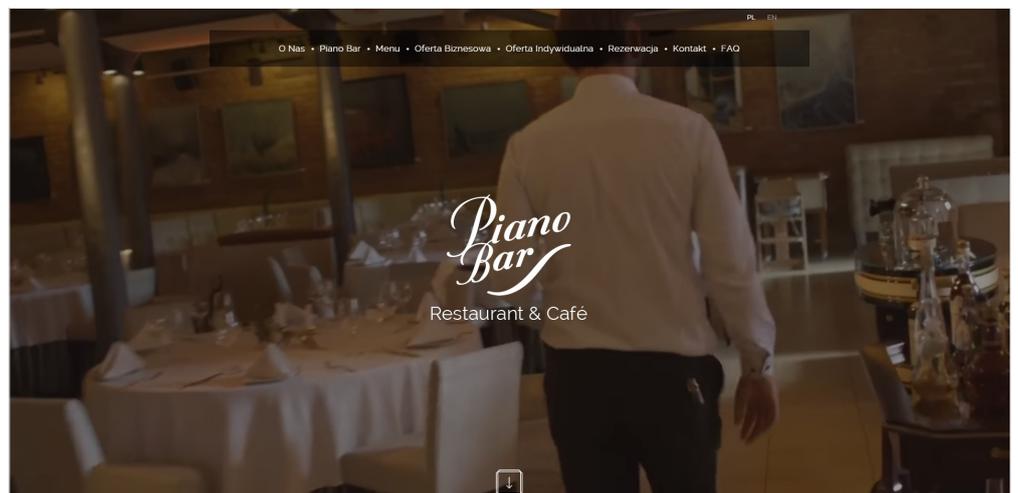
Here, musicians play with taste and the chef cooks by ear. Piano Bar Restaurant & Cafe is an extraordinary place where tradition mingles with eleven years' worth of experience. It is located at the Centre for Art and Business at the Old Brewery in Poznań. The restaurant mainly serves Mediterranean and Italian cuisine, but it also plays host to various cultural events.

Goals

- Build a visually appealing, fully responsive website that reflects Piano Bar's exquisite atmosphere, and give their customers an unforgettable experience on any device.
- Use a rich photo and video library, and add a video background on the main page.
- Create a content management interface on the form tab suitable for non-technical users.
- Enable the client to manage almost every image by themselves without developers.

Challenges

- Create the required user impression and image of the restaurant by using photo and video materials.
- Highlight Piano Bar as being a special place with a unique atmosphere and an attractive layout.
- Maintain high web performance, especially on mobile devices, particularly taking into account video materials and high-resolution photos.



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Solution

- A graphics-oriented interface with full RWD support with text elements that do not obstruct photos.
- Image galleries that are fully responsive and a media library that organizes a rich set of images and files.
- YouTube hosts the home page to keep the video background performing.
- Social media integration: an Instagram feed is displayed in the footer.
- The content editor works solely with web forms to change nearly every element of a page.
- The blog provides content marketing for recent and upcoming events at Piano Bar.
- Page Aliases are used to retain the traffic from the old website.
- End clients have the ability to order online vouchers and make reservations.
- The website was created in one month.

Results

- After being awarded with the title Luxury Brand of the Year, page views rose by 120%.
- Mobile visits rose by 72%.
- Reservation requests rose to at least 20 a week.
- Time spent on the website increased to over two minutes.

Key criteria for choosing Kentico

- A clear UI and logically designed features, expediting the training process.
- Free version limitations are acceptable in relation to the opportunities offered by Kentico.
- Kentico Free overcomes the disadvantages of an open source CMS.
- Great management of vast amount of documents, products, and other data.
- Perfect documentation and support.
- Ease of upgrading to a higher license.

