PureLogics

No magic. Just logic.

BMF

eLearning

How PureLogics streamlined a family-oriented music environment alongside teachers' guidance at an incredible pace

Meet our Client

Brooklyn Music Factory offers bands, private lessons, camps, and birthday parties to students and empowers music teachers to guide their students at every step.

Problem

BMK's team requisite was a BMK application development, from which people could apply for courses. Keeping track of teachers, enrolled students, assigned instruments, and learning opportunities to the number of students to play each instrument were major integrations they wanted. The attendance of students and teachers also needed to be marked automatically after the lesson finished. They also needed to automate their marketing processes to transform their business and change the business model for a deeper engagement with their users.
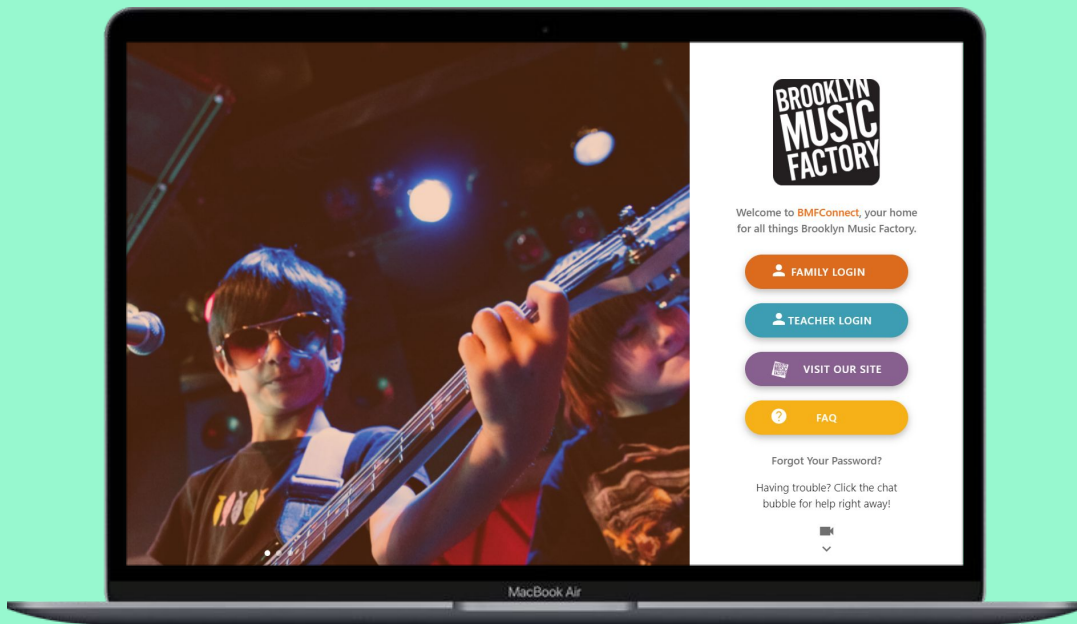
Platform	Industry
Web	EdTech

Tech Stack	Location
LAMP, Infusionsoft	New York

The Solution

After completing three back-to-back projects with us, the BMK team again reached out PureLogics for the development of an eLearning platform.

Our engineers started to work to create a website/app for Brooklyn Music Factory. With Laravel, a PHP framework, we enabled new courses and offerings on the BMK site and made their management and features stress-free.

We understood BMK leadership had to put a keen focus on BMK automation. Hence, we suggested Infusionsoft integration as a CRM because it could have the functionality to streamline communication and complex processes.

Through this choice, we automated the enrollment process and all the follow-up communications. It also helped the faculty maintain a good relationship with the students' families by allowing them to communicate quickly and easily.
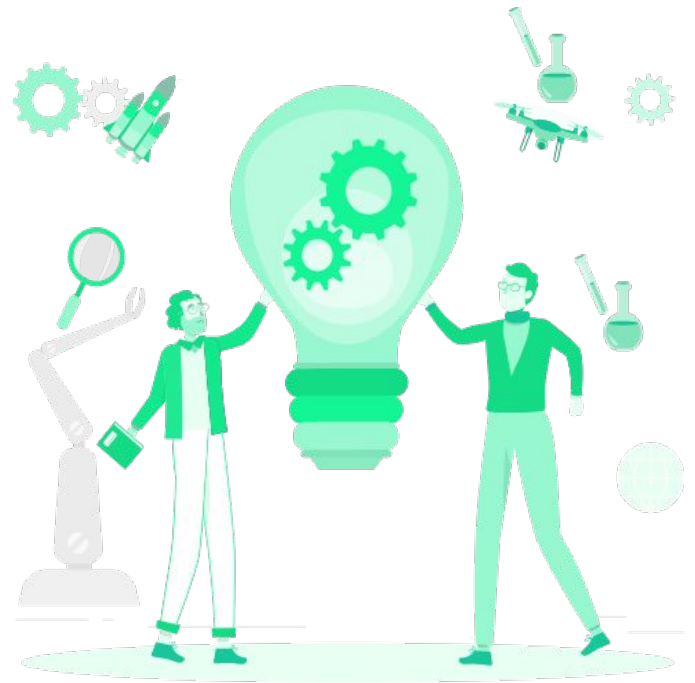
We also set up automated reminders and showed which customers have paid and which have outstanding balances. Infusionsoft also offered a flat rate for every transaction made to purchase any course.

Airtable API selection was vital to feed the multimedia content for courses offered to subscribed families. For instance, it worked as a holding data for BMG (Big Music Games) content, Students and Families data, and Enrollments data, which BMF Admin manages.

Then, our software developers employed LAMP to create a calendar for the faculty of Brooklyn music factory from where the admin could manage the classes, assign a teacher to a class, give course plans and new study materials, handle the attendance of both the teachers and students, and mark slots for lessons, concerts, and other events. They could also add a closed day and holidays. We endeavored to provide teachers and separate admin dashboards.

All the new students registered for a course through the website were automatically added to the calendar. Admins and teachers could view the reports of all the students and apply different filters to generate reports.

Ultimately, we presented a warm, family-oriented environment and a great teaching model to inspire a love of music from an early age to BMK leadership. We are still supporting Brooklyn Music Factory to help them elevate their business.

BMF Major Functions

- Teachers portal to track attendance, agenda, progress report, etc

- Admin portal for enrolling students in music classes

- Family portal to get lessons, course materials, and summer session information

- Automated marketing processes of BMF

- Added different music games

Our Achieved Milestones

Brooklyn Music Factory became the winner of the 2016 ICON Award for music

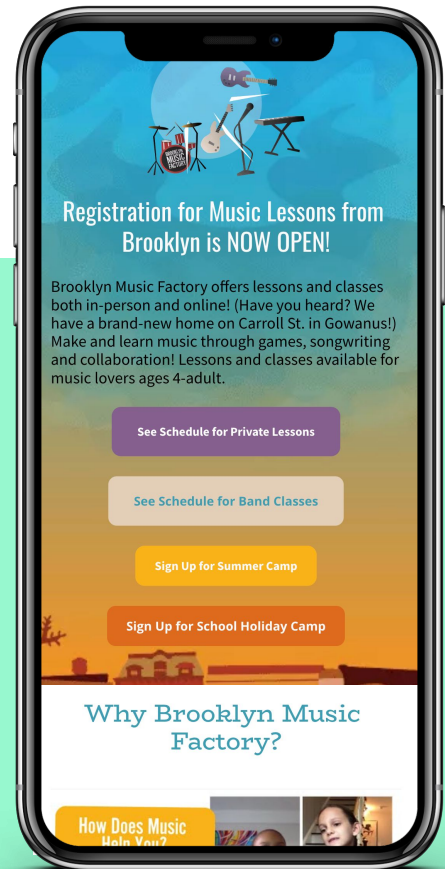Educated 1000+ families with advanced music lessons

Inspired people with its music offered by experienced teachers

Facilitated BMF admins, teachers, and parents simultaneously

" PureLogics' team genuinely gained a deeper understanding of what technology we're looking for. They drew from their extensive expertise in the BMF app development area to deliver an excellent solution for our consumers. I can't recommend them enough. **"**

Nate Shaw,
COO of BMF

Registration for Music Lessons from Brooklyn is NOW OPEN!

Brooklyn Music Factory offers lessons and classes both in-person and online! (Have you heard? We have a brand-new home on Carroll St. in Gowanus!) Make and learn music through games, songwriting and collaboration! Lessons and classes available for music lovers ages 4-adult.

See Schedule for Private Lessons

See Schedule for Band Classes

Sign Up for Summer Camp

Sign Up for School Holiday Camp

Why Brooklyn Music Factory?

How Does Music Help You?

About
PureLogics

PureLogics is a full-stack tech company aiming to deliver stellar business solutions worldwide. Our best-vetted engineers have been striving hard to drill down your dreamy coding into practicality with a result-driven approach for over a decade. We have become a global-recognized tech giant by accomplishing manifold projects with innovative ideas. You can cherry-pick our evangelistic tech modernization services in ramping up your needs with copious compliance.

No magic.
Just logic.

PureLogics

Let's Get Started

+1(650) 209 4786
+1(646) 547 1281
+1(415) 830 4347
+1(551) 240 0010

www.purelogics.com

info@purelogics.com