

## Integrated Mobile App for A Regional Media House



### BUSINESS REQUIREMENTS



To build the existing mobile news app with functionalities like videos and basic news



To strengthen the poor user experience – no content categories, news depth & breadth, offline functionality & personalization



### OUR SOLUTIONS



Built an interactive app with powerful features like TV, Radio, multiple news categories, multi-language, offline behavior, personalization, contextual ads, analytics, notification etc.



Technology Architecture was created to provide API & User Manager



Hybrid technologies used for data integration



### TOOLS / TECHNOLOGIES



WSO2, iOS, Android, Windows



HTML5, CSS, JSON, jQuery



NeoLoad, Wireshark



### BUSINESS IMPACT



Exhaustive news coverage 24/7

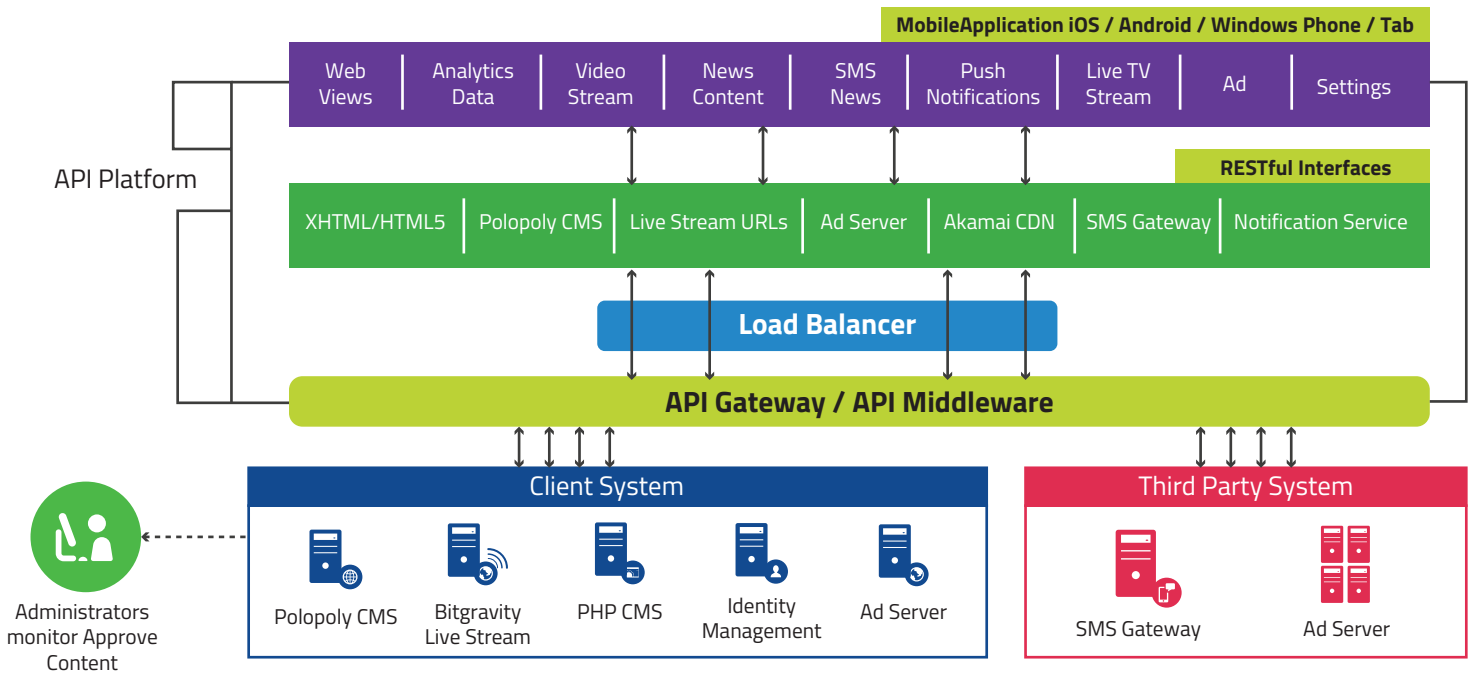


Reader – friendly layout for any screen type



All news stories are stored in the device for offline-viewing

## SOLUTION OVERVIEW



### About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India; Happiest Minds has operations in the U.S., UK, The Nether-lands, Australia and Middle East.