Case Study: Enhancing Overall Reader Experience

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**

- **API Platform**
  - Web Views
  - Analytics Data
  - Video Stream
  - News Content
  - SMS News
  - Push Notifications
  - Live TV Stream
  - Ad
  - Settings

- **API Gateway / API Middleware**
  - XHTML/HTML5
  - Polopoly CMS
  - Live Stream URLs
  - Ad Server
  - Akamai CDN
  - SMS Gateway
  - Notification Service
  - Load Balancer

- **Client System**
  - Polopoly CMS
  - Bitgravity Live Stream
  - PHP CMS
  - Identity Management
  - Ad Server

- **Third Party System**
  - SMS Gateway
  - Ad Server

- **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: Cloud, Security, SDN-NFV, AI & Cognitive Computing, Internet of Things (IoT), Big Data Analytics, AI & Cognitive Computing, Internet of Things (IoT), Blockchain, etc. Positioned as “Born Digital · Born Agile”, our capabilities span 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 I&I, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India, Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

  To know more about our offerings, please write to us at business@happiestminds.com