



Case Study: Improving End User Experience and Gamifying for leading Media and Broadcasting Company

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Summary

RED FM* Network is the leading Radio Broadcaster in India through its presence across 48 cities caters to over 40 million listeners. The client offers advertisers a number of distinctive opportunities to reach their target audiences using any of our specialized verticals.

In order to add depth to their outreach to listeners and increase their engagement with their platform, the client needed Enterprise mobile app with better usability and smart features.

Goals

The client had various objectives, mainly:

- Client's mobile application was missing with the important Search features, which increases number of steps for navigations to a particular audio/video file.
- It was not so efficient application, lacked smooth navigation and had application freezing issues.
- Client required additional functionality such as subscribe/ unsubscribe a category and also contest module where user can participate in a quiz and win prizes.
- Moreover, the client had encountered lot of major bugs related to audio and video pods.

Challenges

The key challenges of this mobile app project were:

- User needed better usability and navigation to find an audio file
- The need for deep linking concept with 3rd party tool for accessing application from social networks
- Creating separate contest page with multiple questions and displaying their results with sharing functionality through deep linking
- Audio and video screens data needed to be dynamic
- Subscription mechanism for categories



Solution

Raybiztech team delivered an excellent Mobile application and creative ideas to the client:

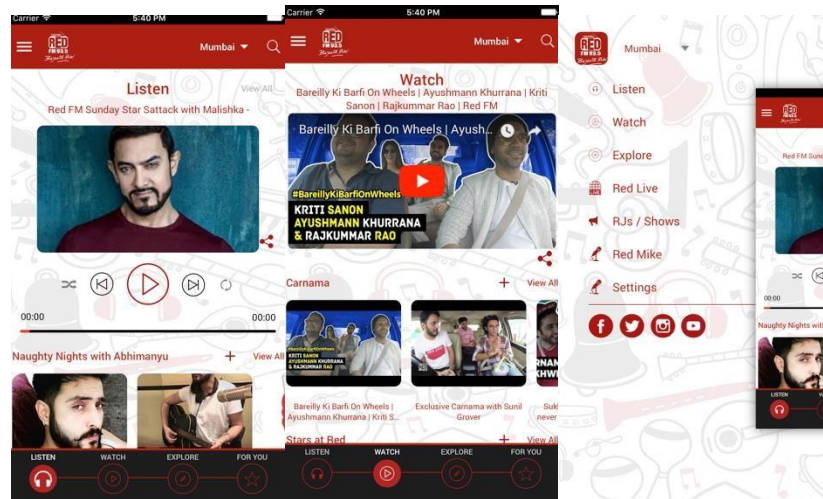
- Raybiztech team defined the complete application scope and suggested to implement search functionality in the app where user can search audio and video files.
- Recommended MVC architecture for developing application to ensure bug free application
- Implemented Branch SDK for deep linking concept to make sure application should open from any social network on clicking of deep links provided by Branch SDK.
- Integrated contest page where user could participate in contests and also see their results. User could also share the results through any social media.
- Raybiztech integrated audio boom in CMS to configure the data. By running CRON Jobs in different time intervals, CMS was able to send required data to the server.
- Integrated subscribe / unsubscribe functionality to make sure user can select / deselect his own category and access it from FOR YOU section.

Result

The new Mobile app was able to provide essential services to Users in more efficient and user friendly environment:

- The App was able to attract new users to the client, witnessed the Increase in users sign up to 33%
- Increase in average users' engagement duration and Increase in unique visitors on the website
- Improvement in social media engagement

Screenshots



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