



# INTERACTIVE VIDEO APP FOR A MEDIA COMPANY

## CLIENT OVERVIEW

Our client is the world's largest entertainment business responsible for global creation and delivery of interactive entertainment, family-focused content and multi-platform video games across all digital media platforms. Client product line includes social and console games, kid's entertainment, several popular mobile and online virtual world games

## KEY REQUIREMENTS

- Development of application on Android platform with OS v4.0 and above and for Amazon Kindle devices.
- Incorporating in-app user specific advertising, data analytics and reporting features Adhering to device and platform specific standards for aesthetics as UI is the key driver for games.
- QA of application on devices with different resolution and screen sizes to provide a seamless experience across platforms and mobile phones and tablets alike

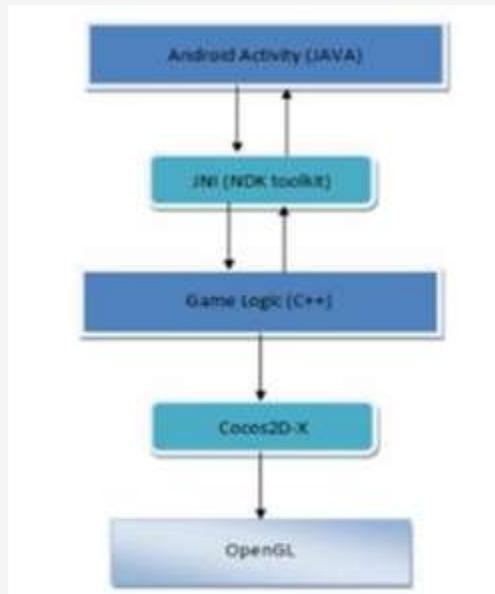
## KEY CONTRIBUTIONS

- Developed an app on Android and FireOS which involved interactive videos, voice detection, touch gestures, animations and accelerometer actions.
- Created a track selection component to view all the activities in the form of thumbnails and allowing the user to jump to a particular activity / video.
- Used third party library PocketSphinx for voice recognition feature.
- Enhanced user experience by transitioning between videos and images using Cocos2D X.
- Built a framework comprising of reusable components for animations, voice detection, track selection and external event handling.
- Catered to all types of screen resolutions by adapting the content height-wise and maintaining the aspect ratio. Also, ensured that all user interactions and animations appear at the center of the screen thereby not compromising on the content that was offered to the end user.
- Integrated seamlessly with libraries like MoPub for in-app full screen and banners advertising.
- Used libraries like DMOAnalytics, Kochava, comScore for data analytics, reporting and HockeyApp for tracking application crashes.
- Created and executed generic and module specific test cases for each module to ensure quality of the application.
- Used web debugging tools like Charles to ensure successful library integration and monitor all network calls made within the application.

## KEY BENEFITS

- Gained first mover advantage by developing one of a kind interactive application for kids
- Android users contributed 20% of the total app downloads by due to an early release of the application for different Android devices
- Reduced time-to-market by 33% through reusable framework based development
- Delivered a flexible and easily customizable application which gave a scope to our clients for future deployments on multiple platforms like iOS, Windows Phone and Windows Desktop

## HIGH LEVEL ARCHITECTURE



## TECHNOLOGY STACK

- Cocos2D-X
- Android
- Python
- Apache ANT
- SVN
- Avidemux
- GIMP
- TexturePacker
- HockeyApp
- Audacity
- Charles
- JIRA
- Bugzilla
- Cisco AnyConnect Secure
- MoPub
- DMOAnalytics
- Kochava



### About Xoriant:

Xoriant Corporation is a Product Development, Engineering and Consulting Services Company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 2000 software professionals. Xoriant has deep client relationships spanning over 25 years with various clients ranging from startups to Fortune 100 companies.