



Case Study | Videocon Marketplace & Remote

- ▶ Videocon is one of the biggest DTH service providers and the largest consumer electronic & home appliances manufacturer of India.
- ▶ Videocon partnered with Affle aiming to give its users an experience of Smart TV Apps with minimal cost. While keeping the common households. With Videocon's resourceful strategies and the technological expertise, this concept was executed leading to great results for the end user.





The Challenges

- ▶ Designing for TV screens meant developing responsive apps for multiple screens with varying aspect ratios.
- ▶ Multiple API's had to be perfected over a single interface.
- ▶ Working on a web kit with limited RAM and not the Android OS required optimising the complete code.
- ▶ Infusing APIs for apps such Facebook and Twitter and working closely with their developers to get the right interface for TVs.
- ▶ Animating content required high definition graphics and internal memory but it had to be optimized as per the standardized code.
- ▶ Including functions such as scrolling ,navigation and selection that could be operated using a physical remote & building an Application Remote to make these functions smooth.





Our Approach

Research & Analysis

- ▶ The targeted audience was smartphone users and DTH audience. A demographic study targeting different age groups, from different industries, categorizing users on different phones, marital status, employment status etc followed by questionnaires and surveys was conducted. Studying user behaviour on Zomato, Facebook, Twitter, Youtube, Flipkart, helped us understand the requirements better.
- ▶ Collaborating with multiple technology and application partners like CISCO, Twitter, Facebook Hungama. We spanned out various hardware limitations i.e. RAM, Internal Memory and WebKit for the layout before we went further with the development.

Added Features

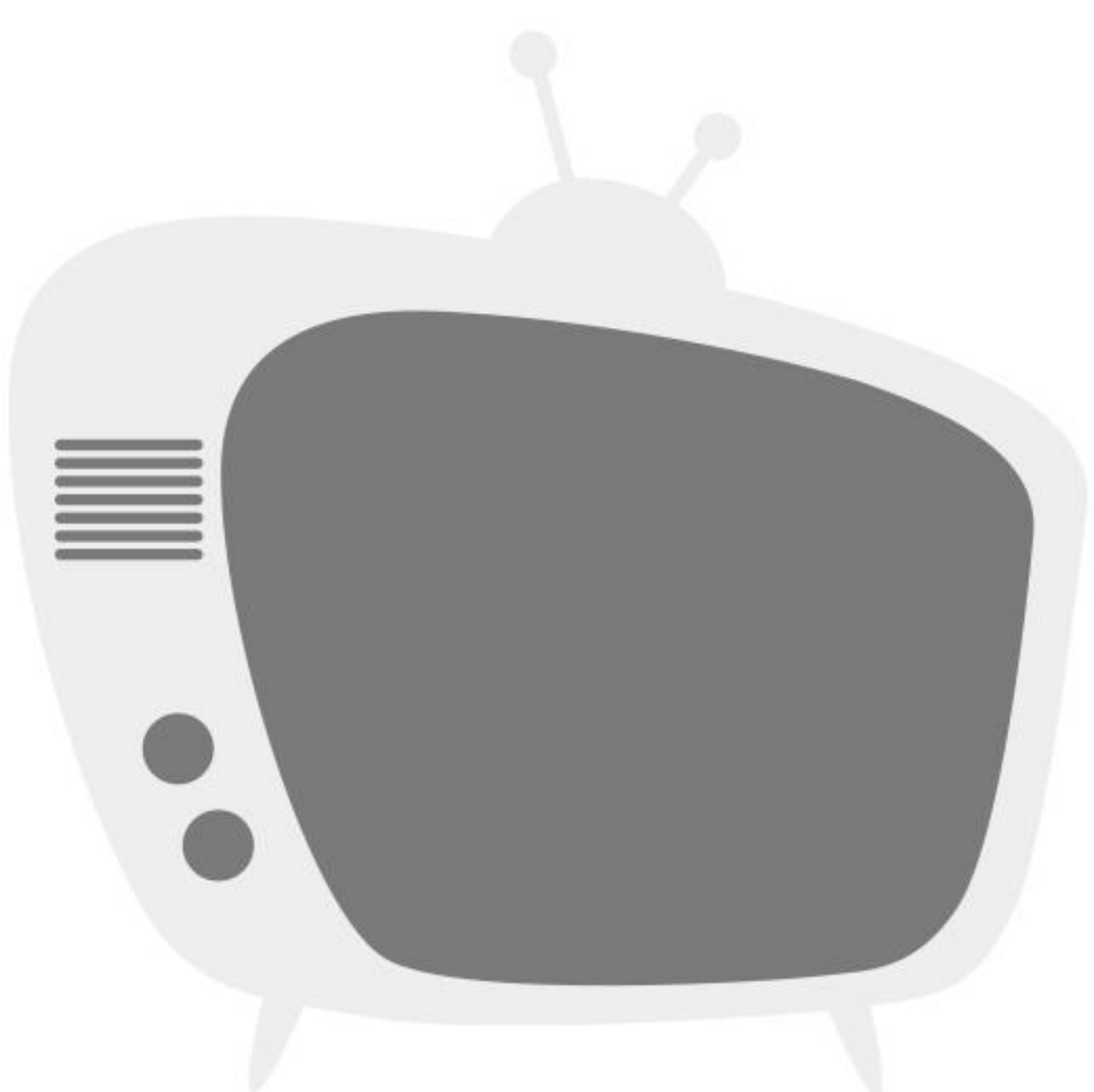
- ▶ Television to work as Smart TV without added hardware.
- ▶ Streaming of TV Sound over non bluetooth headsets.
- ▶ User behavior Intelligence mapping.
- ▶ Advertising Platform -Ad formats with unique call to actions & features usability.





Design

- ▶ The design had to be interactive as the targeted audience included children, adults and users above 60+ years. A team of designers carried out a research study that we termed as 'Interactive design process (refer to research)'.
- ▶ A constant communication with the internal team for remote design was maintained to include remote operable features on screen.
- ▶ Responsiveness was a default feature throughout the front and back end code, adjusting apps to aspect ratios on various TV Screens





Development:

The project was divided into different categories; social apps, videos, news, games and weather. Different teams handled different categories and tasks ranging from implementing API's of various networks to responsive design using HTML5 for screen resolution.

- ▶ **Social Apps** : The homepage was kept exclusively for the Facebook & Twitter feeds, News & Weather feed and multimedia apps. (Facebook API & Twitter API Integrated)
- ▶ **Newsfeed** : The categories required different APIs to be integrated into the code. The Newsfeed employed all major APIs ranging from Google News, Yahoo News. Parse RSS News feed for TOI, BBC and Reuters was included using urls in AJAX queries.
- ▶ **Weather** : Accuweather API was infused into the weather app's code for a native and accurate experiences
- ▶ **Video Sites**: The lean-back page of Youtube is made for TV and Vimeo can be easily accessed from the 7362 box, as the site uses HTML5 for playing video. Moreover we implemented a special "couch" mode suitable for TV viewing.





Coming Up in Phase 2

Connecting IOT and Smart TV

- ▶ At Affle we infused these basic requirements with an IOT driven Smartphone remote controller. This enabled users to use their smartphones as a working remote with their TV sets.

This added features such as :

- ▶ Users could shop, order food and make online payments via set top boxes.
- ▶ An interactive platform where users could enjoy gaming and educational programs.
- ▶ Seamless connectivity between different devices connected with the set top box.





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