

Built **Fast, Flexible & Scalable** **Platform Solutions** for Video Service and OTT Providers

Redesigned and built the revenue and user lifecycle management platform to keep pace with the evolving consumer demand and emerging multi-channel distribution models.

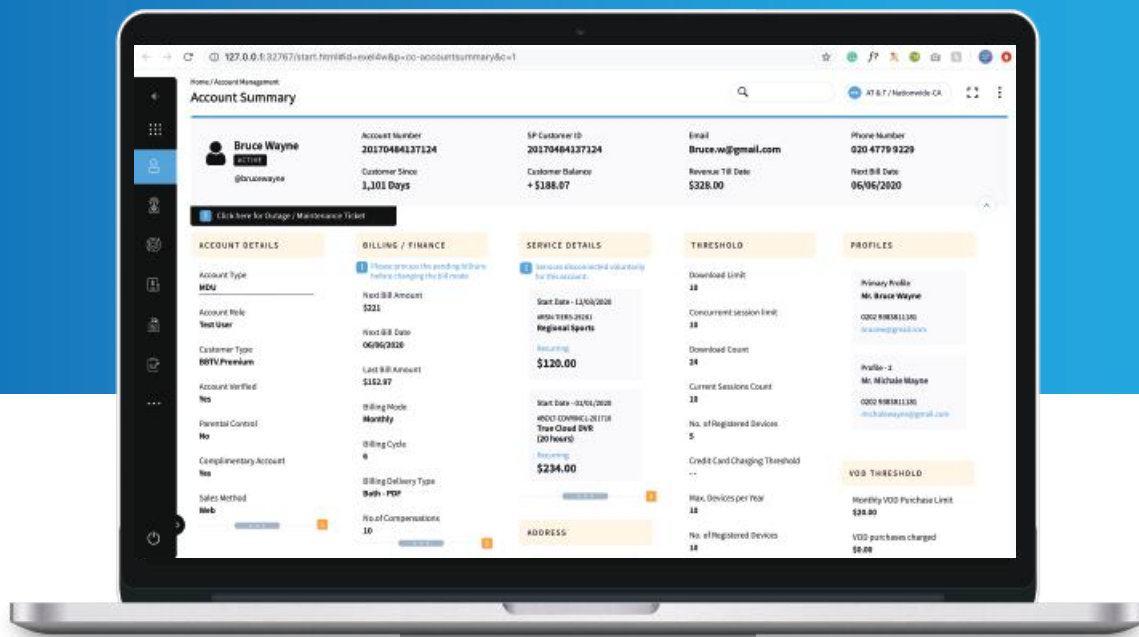
— The Client

The client provides a service suite that encompasses a revolutionary end-to-end digital media management and distribution solution for global OTT video providers.

— Executive Summary

The client set out to tackle the impending challenges that were to rise with the evolving consumer demand faced by global video service providers. Our platform solutions:

- (i) helped the client keep pace with the ever changing competitive landscape.
- (ii) addressed the growing need for individual choice and freedom in content consumption.
- (iii) helped the client establish and manage the integration of all video component services throughout the user lifecycle.



Product Management Platform Screen

— Challenge

Video delivery is a complex business today and is undergoing massive transformation. The client needed to adapt to the growing demand from consumers for more control and freedom over the content they like to watch. The client needed to redesign its platform solutions to make them more intuitive and nimble.

— Approach

To begin with, we wanted to understand how the customer expectations have changed over time. We implemented a human-centered design approach to reimagine the product from a user's perspective. We identified areas that required UX redesign, and along with building agile and innovative backend solutions, we turned this into an opportunity for our client to increase market share and drive business growth.

— Solution

We designed and developed modern, frictionless, business enablement solutions that helped delight the end-users.

Our comprehensive, carrier-grade solutions help global brands reduce time-to-market for products and services, minimize subscriber churn, simplify complex monetization models, and run back-office processes more efficiently.

We redesigned and custom-built the following platforms:

1. System Management
2. Product Management
3. User Management
4. Account Management



HUMAN-CENTRED DESIGN

We took a Human-Centred Design approach to reimagine the product from a user perspective. We identified not only opportunities to improve the existing user experience, but also were able to guide the client through developing a new product to chase after a previously unexplored customer segment.



USECASE & FIELD LEVEL OPTIMISATION

Prioritizing use cases and optimizing fields from the perspective of the target users enabled us to reimagine a new autonomous experience. The new UX integrated the most important features with intuitive product navigation to guide the user towards achieving their goals.



HEURISTIC ANALYSIS OF THE UI

Conducting a heuristic analysis of the user interface to gain holistic insights into the top priority issues of the frontend's 'look & feel' allowed us to derive a basic measurement framework to quantify the impact of our design initiative.



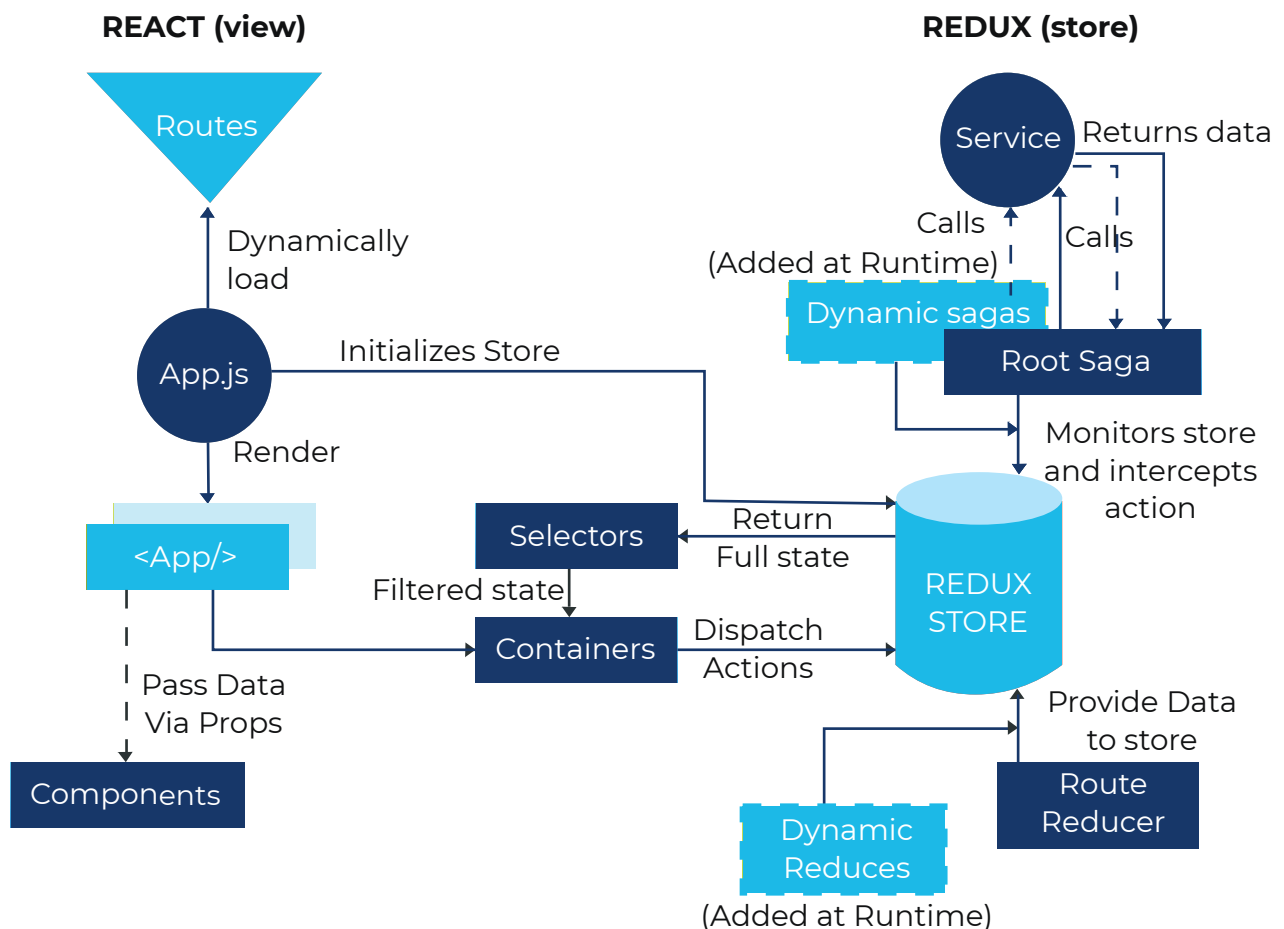
MIDDLEWARE BACKEND IMPLEMENTATION

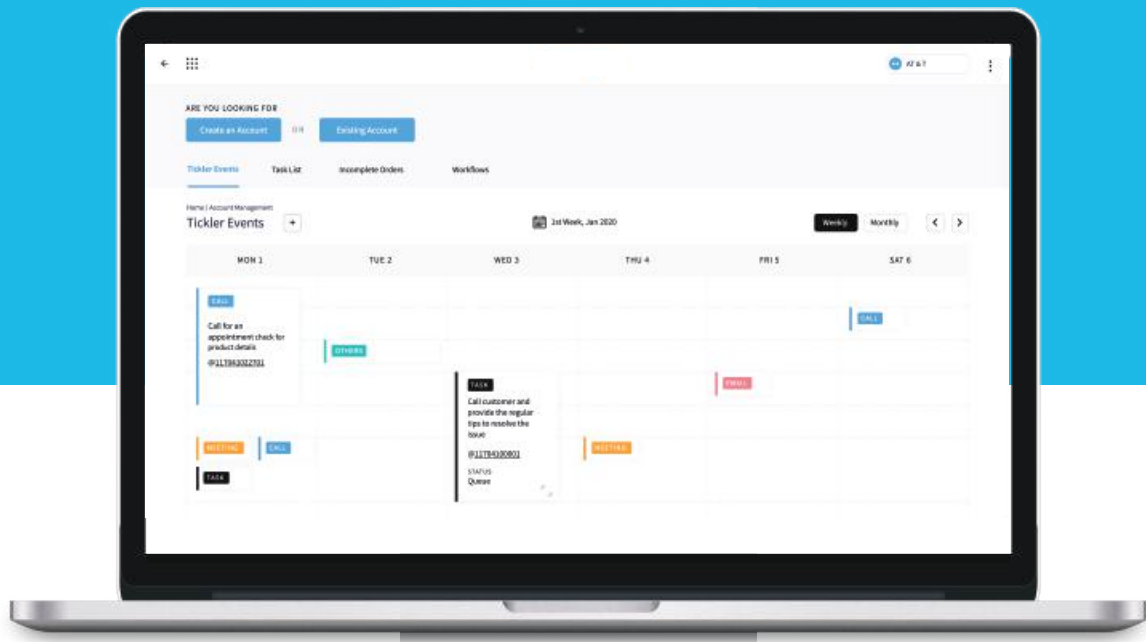
Implemented a middleware solution to enable the legacy backend to become compatible with the next-gen frontend technologies. This allowed our team to begin experimenting with new techstacks without becoming stunted by the endeavour of rewriting APIs.

— How the Product Helped

1. Validation Driven Design

Building clickable prototypes on short timelines allowed for the sales team to validate designs directly with customers and collect feedback for quick turnaround on iterations. By the time designs were frozen into engineering sprints, every feature had a guaranteed buy-in from both a user and business stakeholder.





Product Management Platform Screen

2. New UI Style Guidelines

As the standards of visually appealing software is ever increasing, the need to revamp visual interfaces is becoming imminent. Our update to the design language system ranged from details of visual components such as typographies, field spacing, screen layouts, color patterns, etc. to the big picture of standardizing a modernized overall 'look & feel'.

3. Reusable Components Library

Following the Atomic Design Methodology produced a standardized library of reusable UI components to expedite and maintain standardization across future product additions. Designers identified these reusable components and passed them to developers for coding.

4. Flexibility to Experiment

Inheriting an existing product meant working with legacy APIs that were limiting the UI team's freedom to work with new techstacks. With our solution, data manipulations now happen in the "middleware" so that UI receives inputs in the required format without needing to include hard-coding in the frontend code.

We built a modern, high-quality, cloud business management solution that would delight the client and the end-user consumers alike. The new platform offers a comprehensive end-to-end, carrier-grade solution that helps video service providers generate more revenue and run their back-office more efficiently.

Retaining what legacy customers love

by adding new value, while also maintaining the features of the product that were the keystone of the low customer churn.

Integrating the new with the old

by finding a new workaround to enable UI developers to use new techstack without engaging in rewriting the old APIs.

— Tech Stack



Backend
Java



Backend
NodeJS



Base Framework
ReactJS



UI State
management
Redux



UI State
management
Redux Saga



Js Module Bundler
Webpack



UI Forms Library
Formik



UI Library
Material UI



UI Library
Sass



DevOps
Jenkins



Containerization
Docker



Deployment
AWS



Database
MySQL