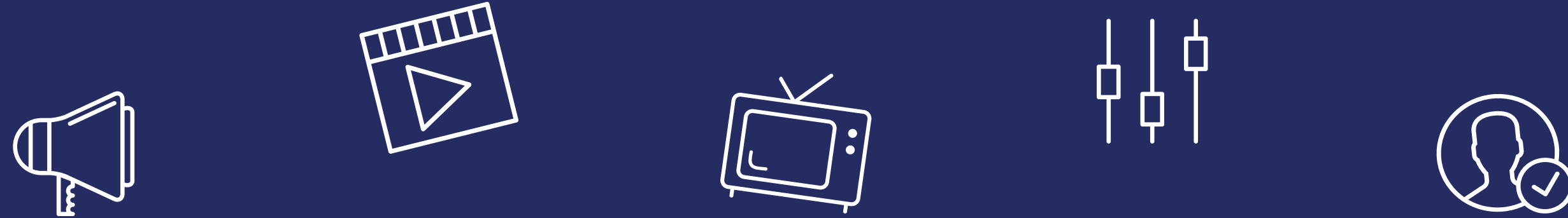INOXOFT

INTERACTIVE TELEVISION SOLUTION

INTERACTIVE TELEVISION SOLUTION

Create Your Favorite TV Channel

Business Needs

The Ukrainian channel representatives requested a mobile application for iOS and Android. Meaning to transform the image of the TV channel and attract a wider audience, the representatives decided to allow the publicity influence the content exposed on their TV channel.
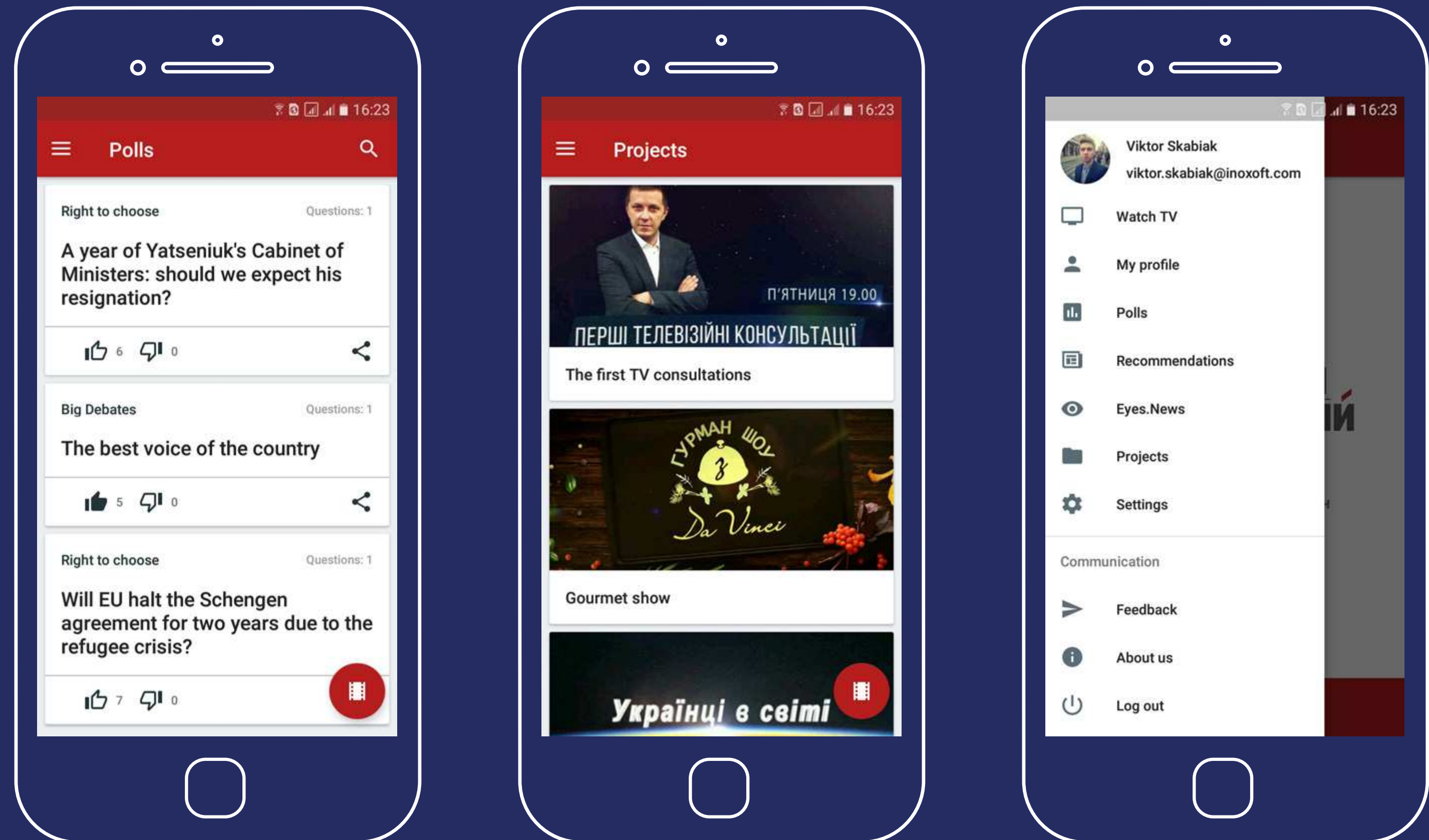
Challenge

- Make an intuitive UI/UX design for a wide audience
- Improve the strategy of influencing the TV content
- Convenient navigation within the application

Solutions

- Make an intuitive UI/UX design for a wide audience
- Private accounts of each client
- Quick and comfortable voting and polling
- Reciprocal communication between the users and TV channel
- Personal library and history of viewed videos

Results

- Flawless online TV streaming on phone
- Personal profile of individual user
- Polls and voting for content
- Opened discussion and commenting
- Categorized TV shows (date, projects. etc.)
- Reciprocal communication with audience
- The users can offer the news topics
- Personal library and story of search

Technologies: **Android, iOS, Java, Swift, Push Notifications**

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THANK YOU!

CONTACT US