Mood:HEAR– Case Study

Overview:-

Music Streaming App is something we all want when we are at home, at work or roaming with our smart phones and tablets. Everyone wants to hear a uninterrupted, unlimited songs according to ones mood. So our customer who owns a MOOD MEDIA company in USA keeping these features in mind demanded for free music application wherein the users can listen unlimited ad free songs by selecting the playlists and can create their own custom mix for a personal soundtrack.

So the client approached us with his requirement.

The Challenge:-

Our team of mobile app experts analyzed the project requirements in detail. They faced a few challenges during the initial phase of the project. The challenges include:

1. Providing music streaming service that can be enjoyed on all types of devices.
2. The major challenge was to listen unlimited, expertly-designed music in dozens of genres, completely ad-free without affecting the app's performance.
3. Another challenge was to create an infinite number of Brand Mixes, Mood Mixes and Social Mix Spots.
4. The most challenging part was to listen ad free music by recognizing ultrasonic sound at the retail stores who are business partners of the client Mood:Media.

The Solution:-

Keeping the challenges in mind and analyzing the exact client requirements, our team proposed a solution which contained following features.

1. Our team used streaming delivery method for providing different types of songs.
2. App contains the feature to allow users to select their own playlist by genre from Mood Mixes option consisting dozens of expert programs in different categories.
3. Users can create a mix and can save their mixes for instant access.
4. App contains a feature to recognize Ultrasonic sounds broadcasted by the Beacon devices provided at the Client's partner retail stores by which the top up recharge can be done.
5. A Social Mix Spots feature allowed the users to choose the retail store where the top up recharge can be done.

The Expectation:-

With this app users can listen unlimited, ad free and uninterrupted music. The app has a simple design and is made available on almost every trending device. MOOD:HEAR is now a best collection for business by letting user choose which songs should play next. It is the best way of keeping a personalised song collection. The client is extremely happy with the end product.