Live TV Instant Messenger:

ON-SCREEN INTERACTION, MULTI-DEVICE SIGN-IN, SOCIAL MEDIA NETWORKING FEATURES

- On-screen instant messaging during a live TV broadcast
- Multi-device interaction
- Social media networking features

- Industry: Social Networking, Messaging, Video Broadcasting
- Country: USA
- Engagement Model: Fixed Price followed by Time and Materials

Customer

Private Owner

Problem

For its smart TV related project, the client was looking for an experienced technology partner with a solid technical background at large and a combination of mobile and smart TV app implementation experience in particular. Besides demonstrating the required expertise, Softeq also came up with a gamut of ideas for realizing the solution concept in the most efficient way. Thus the company won the project, starting with the prototyping phase.

Softeq was to create an Android mobile instant messging app accessible on smartphones, Samsung Smart TV and Android TV with the possibility to interactively chat without interrupting the program or movie broadcast.

Solution

Softeq developed a messenger, a multi-platform app with social media networking features, that enables on-screen interaction while watching live television. The users can send IM from mobile to mobile, mobile to smart TV, or smart TV to mobile.

The on-screen interaction during a live TV streaming is possible thanks to the messenger overlay feature.

The server part hosts two databases for storing the user account related data on a permanent basis and the chat history as temporary data. A special search system indexes all the available information thus making it accessible for the app.

Some of the key app features include

- One-on-one or group chats (Private or Public)
- Unlimited number of participants for each group
- Multiple accounts
- Multiple sign-in methods via: Email, Facebook, Google Plus and Twitter
- Multiple device sign-in
- Keyword tagging to enable finding contacts with similar interests or Trending Chats
- Customizing user Profile
- Multiple app window sizes or orientations: Portrait mode, Landscape mode, Floating mode, Minimize, and Customize
- User sign-up and status update tracking
- Making the conversation window transparent
- Links for requesting Help and Support

In order to log into the messenger installed on a smart TV set, the user has to go through an authentication process utilizing the mobile app version.

Methodology

For managing the product development, the team employed Scrum, an iterative and incremental agile software development methodology. Softeq has also introduced the Kanban project management method to keep a clear vision of the workflow and individual item progress for all the parties involved.

Results

The solution is going through the stabilization phase with the team putting some finishing touches to the messenger before the release.