

# CASE STUDY

## iPhone App Development for Sony Music India

### CLIENT

Sony Music India, a wholly owned subsidiary of Sony Music Entertainment, has a wide presence in genres ranging from Indi-Pop and Indian Classical, to Bollywood & Tamil film soundtracks. The company provides integrated solutions across 3 verticals in India namely Recorded Music, Talent Management and Publishing. The company boasts of an extensive catalog that comprises some of the most legendary recordings in history of over 100+ years and is home

### Challenge

Dot Com Infoway approached Sony Music India to create apps that feature the songs and wallpapers of some of its phenomenal hits. The purpose of creating these apps was to provide mobile users with unlimited streaming for their favorite movie tracks. The challenge was to design and develop highly functional apps which ensure immediate and convenient usability.

### Solution

Dot Com Infoway's development team approached the project with a two-phased strategy.

#### Phase I:

Phase I comprised mainly of analysis, planning and deciding on the course of action. Dot Com Infoway's design and development team analyzed the client's requirements and framed an action plan based on the resources required, the appropriate technology to be used and the time frame needed for developing the apps.

#### Phase II:

Phase II saw the implementation of the action plan framed in Phase I. The aim was to leverage the best of iOS technology to develop apps that would let users experience music. Our constructive inputs and suggestions gave perfect shape to the app concept. Our core focus on usability and user engagement enabled us to develop cutting edge apps that work efficiently on both the iPhone and the iPod Touch. The objective was to create the kind of design that has the ability to attract prospective users to try the apps.