



Case Study



Icreon

An Online Service to Create, Store and Distribute Audio Messages

Our client wanted a solution that would enable users to create audio messages and use them as a means of personal communication on social networks, e-mail messages, web pages, e-cards etc. Icreon delivered to them a website wherein users store and manage their audio messages. The application generates the code needed to place these audio messages on various websites. A tracking mechanism has been built into the solution enabling users to view the number of plays for each audio message. The administrators can track and manage all users registered with the website.

Business Requirements

The end-client required a solution that would provide users with a platform to audio enable their websites, e-mail messages etc. The solution was to provide users with the means to create multiple audio messages and store them in their account. The website was to cater to the distribution to these messages to a variety of online sources including websites, e-mails etc. The facilities for users to create customized e-cards and attach audio messages were required.

The website was required to be integrated with a real estate website. All the users of the real estate website were to be automatically registered with the audio website and the images present in their account were to be made available during the creation of audio e-cards. They were to be provided the facility to attach audio messages to their advertisements posted on the real estate website.

A web based solution to create and manage audio messages

The website provides users with the means to store and distribute their audio messages over the Internet via means of postings to social networks such as facebook, audio enabled e-cards, attachments to web pages, e-mails etc. The services of Clip Stream, a third-party service provider have been integrated with the solution.

Upon registration each user is provided with a unique ID and 1 GB of free storage space (users are charged for storage space beyond this, the charges for which can be set by the administrator). To record their message users can dial a toll-free number and enter their ID to record the message. The recording will be available to them in their accounts. Additionally users can upload audio messages to their accounts.

Each user is assigned 10 static accounts and 2 dynamic accounts; a static account always point to the message associated with it. In contrast, dynamic accounts point to an id and are always associated with the latest message recorded for the id. Users have the option to purchase additional dynamic accounts. In case of the real estate website users their dynamic accounts point to their advertisement posted on the real estate website. In case the audio message is to be posted on other website, the system generates the necessary code that can be copy-pasted on the website to display the message.

Controls to play, pause, rewind etc are provided for all messages.

Users can track their account usage including storage space (used and available), recorded minutes (free and billable minutes) and bandwidth consumption (free and billable). The administrator can define the charges for all the billable components.

The solution is integrated with a real estate website. When a user registers with the real estate website a corresponding account is created for him/her on the website. The user is assigned dynamic accounts which point to the real estate website homepage and more photos page. Audio messages posted to these accounts will be attached with the user's advertisement on the real estate website.

The website includes the facilities to create customized audio e-cards. Users can select from pre-defined layouts and customize it by changing the back-ground colours, font style, images (provided by the administrator or personalized images), greeting message, attaching an audio message etc. In case of the real estate website users, the images that they have uploaded on the real estate website will be available to them here. The real estate website users also have the option to create an e-card to be sent out as an auto responder to all e-mails requests received by them from the real estate website.

The solution includes an administrator module that can be used to manage the website. They can browse through the details of the subscribers including personal and billing details and audio clips uploaded. Sales reports detailing revenues earned from various subscription plans can be generated. Administrators can also manage the content appearing on the website and the text for the various e-mail messages.

Technologies used in developing this application are:

