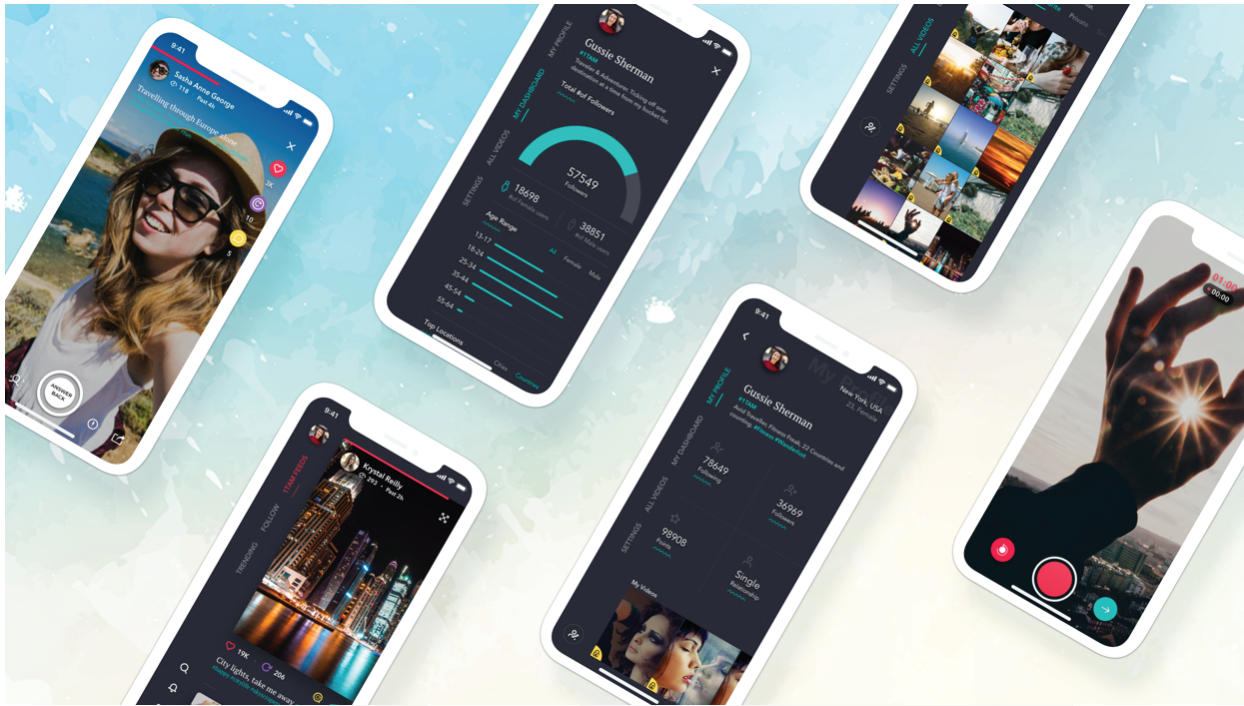# Case Study

1TAM

Case Study
1TAM

The Client

It's 2019 and video content has emerged as one of the most dynamic and profound forms of content consumption worldwide. Video content has the potential to engage users and take a brand viral overnight, and this is what our Dubai based client wanted to make the most of. He came to Day1 Technologies with the idea to build an app that would act as a platform for users to express themselves through videos, socially!

It was a vision, we at Day1 Technologies resonated with immediately. Personalizing content for videos and sharing it through social media was a contemporary idea and one that would stay. Our journey with 1TAM (One Thing About Me) is the story of how by harnessing the power of technology, we were able to create a unique platform that redefined how people communicate and connect through videos.

Problem statement: Building a platform that would redefine video blogging; an app that would replicate real conversations and opinion sharing on the mobile platform.

About 1TAM

1TAM or One Thing About Me , is a social video blogging platform that allows users to express themselves, seek opinions, share feedback and connect with like -minded individuals worldwide, through **unfiltered 60 second videos.**

1TAM is a new-age video blogging app. It allows its users to communicate with the world not through static textual messages, but dynamic video content. The idea is to create a user-friendly platform for people to be **unique, unconventional, opinionated and expressive.**

To keep communications real and life-like, it encourages users to ask questions and set challenges. Users can accordingly create their own video, answer back questions, express opinions, follow other users, respond to daily challenges and even earn points in the process.
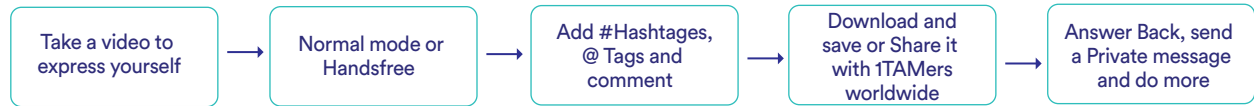
Redefining communictions with Vlogging

There are more than 7.7 billion people in the world, each being as different or as similar to the other as one can be. That's the idea that 1TAM wanted to explore and grow with.

On the one hand, the platform would provide users with the opportunity to **be genuine, original and express their views via video content.** On the other hand, it would simultaneously assist users to find like-minded individuals with whom they can **share videos, seek opinions and create a community.**

From hikers sharing their mesmerizing hiking experience, to chefs demonstrating the next culinary splendor, to movie-goers sharing red carpet moments, to freshmen on their first day of college - there's no end to the experiences one can share with the world!

1TAM is the one-common platform that makes expressions through 60 second videos possible. It's personal, easy to use, and **gives users the opportunity to show and not just tell.**

Vlogging made easy: How it works

| Take a video to express yourself | → | Normal mode or Handsfree | → | Add #Hashtages, @ Tags and comment | → | Download and save or Share it with 1TAMers worldwide | → | Answer Back, send a Private message and do more |

The Challenge

When conceptualizing the core features and functionality of 1TAM, the challenge we at Day1 Technologies encountered was to find a way to keep it unique. Facebook had Live, Snapchat and Instagram also offered video options - then how to keep 1TAM different?

The question was - What would be 1TAM's unique selling point?

Our core challenge narrowed down to the following:
•
• What features and functionalities to add to keep it one-of-a-kind
• What integrations to include to keep the app interactive and engaging
• How to keep videos interactions real and resembling F2F conversations
• What kind of points-earn system to include?
  What tech stack to include to facilitate seamless streaming of videos?

The Solution

When we started work on 1TAM, we knew that technology had to be at the foundation of this project, with design and UI/UX as its backbone. Good interface would encourage user engagement, while technology would be the catalyst in providing uninterrupted engagement.

App and Web Solution:

With 1TAM we were building not just a social app - but an engaging community platform. The core architecture, features and functionalities were developed in consultation with the client so as to build an app that stands out. Our solution was to enable:

• Easy and effective communication via video blogs, with the option to share, tag, add hashtags and keep it engaging
• Grow a follower base among like-minded individuals worldwide
• Earn points while participating in challenges
• Maintain a detailed Profile Dashboard for more information about followers

Tech Challenges:

- **Video Streaming:** HLS streaming of 1TAM videos to support adaptive streaming

- **Unique interactive features:** Since 1TAM was being built as an interactive app, the platform required to facilitate easy discovery of other 1TAMers within the user's city (or nearby) and start following them to receive updates and status of recent 1TAM challenges.

- **Profile Ranking:** The app allows users to earn points based on their level of activity. Using technology created Leaderboards based on points earned by participating in challenge posts. In addition to that, profiles could also get filtered (by city and worldwide) to rank the top 1TAMers.

- **Integration:** Tech challenge involved integration with other social platforms including Facebook, Instagram and Twitter to share 1TAM challenge post.

- **Boost streaming:** In order to incorporate faster streaming of content we implemented the best compression techniques. This ensured that the quality is at its highest for a given bandwidth. We also used an AWS transcoder with multiple pipelines, configured at its best job scheduling configurations, following the priority defined for each job.

- **Push Notification:** We also had to adapt techniques to handle scenarios where when the video is stalled for adaptive streaming, the user's followers receive a Push notification about the new post.

Strategy & Approach (What did we do):

We have created the 1TAM app with no close clone. An intuitive app with gesture based controls for ease of use, we have been closely monitoring its performance and listening to our users to provide them with the best experience. Some of the strategic approach we adopted includes:

- Day1's **signature design discovery workshop** to transition from the existing MVP. The workshop helped in identifying and building unique app features, such as, the option to 'Answer Back' to a challenge/opinions post

- An **intuitive app design** with importance to **gesture based control** for easy access.

- **Native iOS application** developed using SWIFT 4 supporting iPhone 5S to the latest iPhoneX

- A highly scalable **backend architecture** developed using NodeJS and MongoDB database; CDNs was used for content delivery

- A **simplistic user flow** that made it possible to complete key actions in the app within 2 – 3 taps

Technology Stack

Native iOS
using SWIFT 4
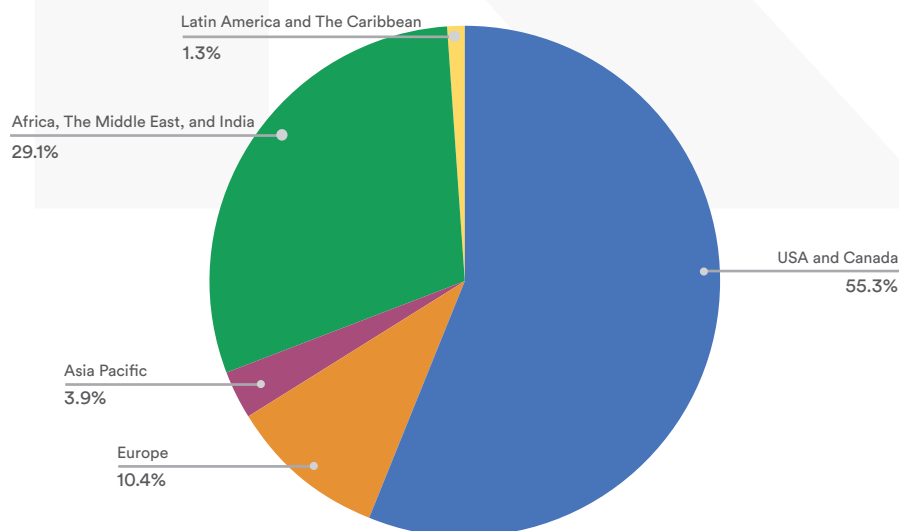
Backend:
MongoDB,
Node.js

The Final Experience (Result)

With 1TAM we were able to build a product that used the best of technology to deliver a unique unprecedented user experience. What made the project exiting and the results exhilarating was the ability to innovate consistently.

For instance, based on user behavior and feedback, we are upgrading V3 with stellar, never-before features. #1TAMQ is a new feature being added to the app to spark curiosity and encourage conversations. It offers 1TAMers the opportunity to answer questions intellectually or creatively, and check what other followers and friends have to say as well.

The app has now being launched in iOS and has been able to generate significant traction and interest from users worldwide.

App Download (%) Country Wise - January - March 2019

Latin America and The Caribbean
1.3%

Africa, The Middle East, and India
29.1%

Asia Pacific
3.9%

Europe
10.4%

USA and Canada
55.3%

Here's a quick snapshot of our journey with 1TAM and how we have helped them to build their dream app.

Challenge	Our Solution	Results
Adding unique Features and Functionalities	• Adaptive streaming of videos • User profile dashboard for complete information • Design Discovery Workshop to identify unique product features • Video recording in Normal mode and handsfree	• Unique 'Answer Back' feature that allow users to reply via videos • Increased user engagement as videos made it easier to 'express themselves'
Integration with other platforms	• Integration with other social platforms to facilitate users share 1TAM challenge post and other interactive content	• Currently users can share videos on WhatsApp via Private Message • They can also answer challenge posts and share it on Facebook and Instagram
Keeping video communications real	• Discovering users in same cities for community building • Alerting users of new video content from people they follow through Push notifications • Answering back and engaging with other users through 60 second quick videos	• With Push notifications users will no longer miss on any video update, even when video is awaiting adaptive streaming
Points earned system	• Users can earn points based on their level of activity • Profiles can be filtered to rank the top 1TAMers	• Increased user engagement through Leaderboards, based on points earned by participating in challenge posts

Future Roadmap

Our journey with 1TAM has just got started. We have successfully launched the first app version, and upgraded it in subsequent versions. We are currently working on the app's marketing

Phase 1:
End-to-end app design and development completed. Launched V1.

Phase 2:
Bugs fixed and new features added for V2 and V3.

Phase 3:
Global app marketing through HYPE (our Digital Marketing practice)