

Collaborative Cross-platform Media Sharing Solution: Dubuqu NXT Gen

An engaging, secure, and personalized media sharing platform to provide users an enriched social media experience!



01

BUSINESS CONTEXT

02

CHALLENGES

03

OUR APPROACH

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APPLICATION FEATURES

05

IMPACT & RESULTS

06

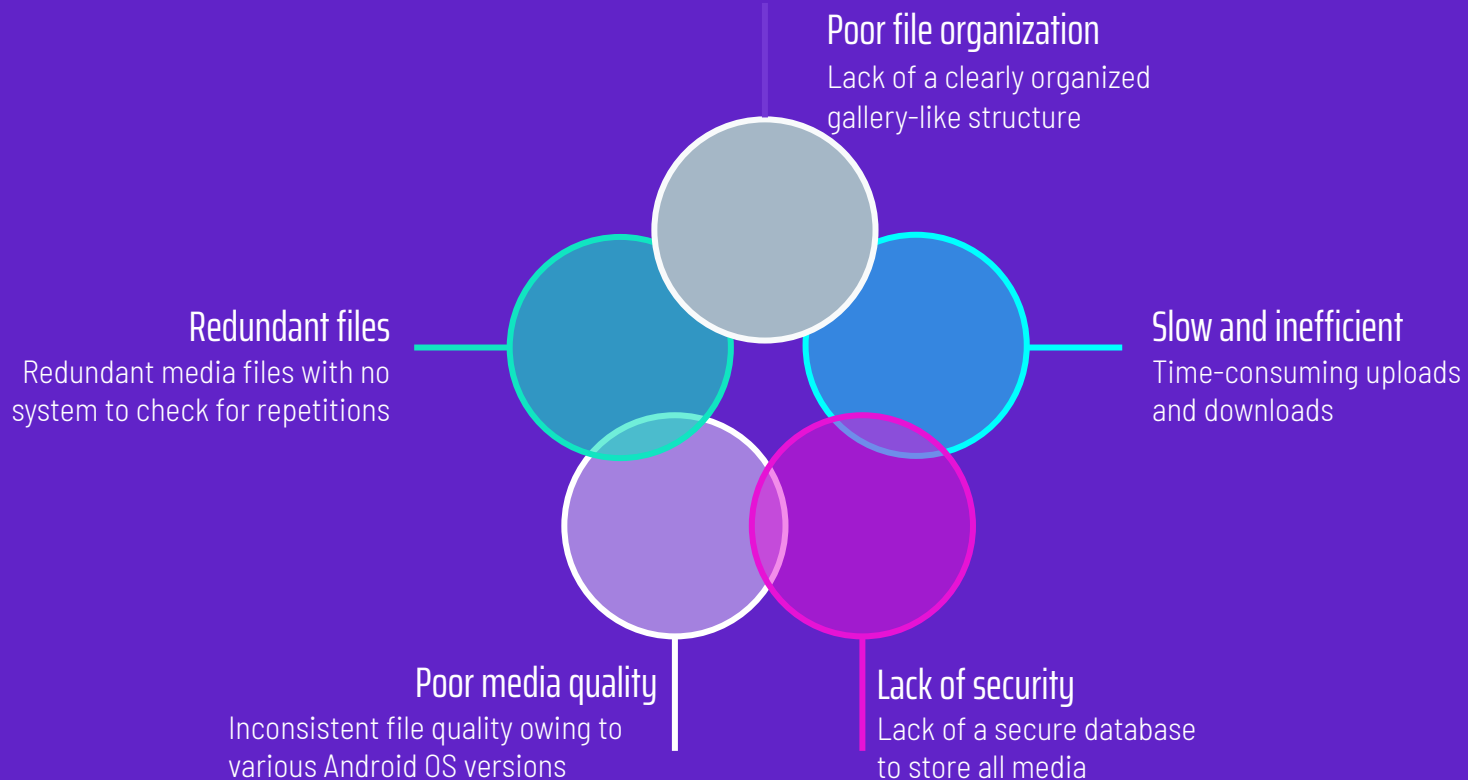
TECH STACK

01 Setting the Context

- Our customer approached us with a brief to develop a next-generation media sharing application on Android.
- We collaborated with our customer to envision an app that not just worked as a standalone media sharing application – but would eventually scale up to function as a default offline gallery across all smartphones.



02 Challenges



03 Our Approach

Follow agile practices to accommodate several levels of change requests

Develop a custom plan to address every customer pain point

Adopt a holistic perspective while developing individual app features

Enable a seamless user experience through unique app features

Build a media sharing platform with a social element



04 Distinguishing Features

Cross-platform Integration

- Integrate several file formats and disparate applications.
- View and share media files of different formats across multiple applications.
- Develop, build, and track conversations by sharing media files.

Social Circle: One-place Consolidation

- Bring together several disparate images in one place and categorize them based on their common functions.
- Exchange media files within communities/groups formed by both registered and unregistered users
- Build and drive conversations through media sharing

Vault: Centralized Image Repository

- Store images in a safe repository to organize files based on their format.
- Store images with a timestamp and discard them from the system once they are deleted at the sender's end.
- An interactive interface that promotes collaboration among registered and unregistered users.





05 Impact

- A seamless media sharing experience facilitated across multiple platforms
- A quick, collaborative, and secure social media experience to foster community building
- A one-stop destination for storing, editing, sharing, and organizing media files

06 Tech Stack



Vertical Market

Social Media &
Entertainment



End-user product

Mobile App (Android)



Consumer Segment

Social Media users

Tech Stack

PHP, MySql, Android

THANKS!

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