



# Fullestop Case study for MSM Media Distribution

Scalable, Usable  
Application  
[@Fullestop.com](http://@Fullestop.com)

# CASE STUDY

## MSM MEDIA DISTRIBUTION



URL: <http://setmaxindia.demoe3.com/>

## DOCUMENT SUMMARY

This document encapsulates the analysis of the implementation of a: MSM Media Distribution; a CMS offering a bouquet of premium quality television channels in diverse genres and language across India, building a long term relationship with customers. Drafted case study will subject to detailed investigation by the Fullestop sales team. Case study of MSM Media Distribution is intended to supply sufficient and holistic information of the business model. The document emphasizes on detailed contextual analysis to understand and add strength to the related project i.e. MSM Media Distribution.

## OBJECTIVE

The aim was to especially design a fully functioning live website that showcase the most assorted mix of spirited and culturally relevant collection of Leading Hindi entertainment channels providing the best media content which has touched the heart of every age group across the India. The main emphasis will be placed on attracting clients through easy to understand media services specification, a focus on features that makes the company's services superior to the competition.

Customization will be done to make the website more attractive and visually appealing according to the requirements to capture the viewer's attention. The theme of the website will encourage viewers to explore all that the website will offer.

It will be a co creation platform to showcase the different television channels or brands containing the featured videos and premiers as well as photo gallery of popular shows in diverse genre which entertain and influence the beliefs and opinions of large population of India.

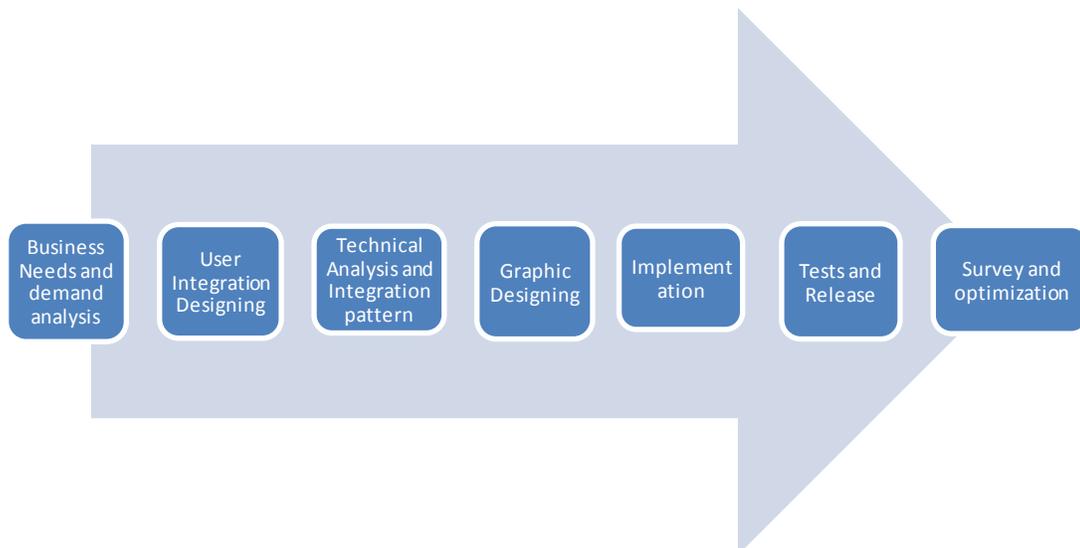
## SYNOPSIS

MSM Media Distribution is a system designed by Fullestop to enable business by showcasing the television channels online to the customers worldwide in a very elegant and attractive manner. Customers can cater to a wide variety of genres like Action, Comedy, Crime, Family drama etc. It will be proved a platform for societal aspects of corporate social responsibility. The eye catching imagery and attractive UI compliments the visualization of the services. A professionally-designed theme will be fully customized to match the brand and meet the Client's functional needs.

Fullestop designed and developed a brand new website with the most practical and vivid technology outstanding to the needs of the customers. The objective was achieved by giving attention to most granular details, understanding and realizing the key areas to work on, deploying new technologies to support the idea and committed efforts.

The website included the following process:

- Analysis of business needs and Demands: Gathering of functional and non-functional documents and business goals.
- User interactions designing: UI was prepared and optimized, together with a list of user cases, user tests and final improvements.
- Technical Analysis and choosing integration pattern: Gathering all specifications of network services and technical infrastructure.
- Graphic designing: based on the interactive prototypes.
- Implementation: Based on Word press (CMS).
- Tests and Release: Run a series of tests and prepared reports on every aspect of the application.
- Survey and Optimization: A series of analytical surveys to see if business goals are achieved by the system.



### Sequence of project stages

## FEATURES

All the basic CMS features are proficiently integrated into the website, like:

- Increasing the Brand awareness and visibility worldwide.
- Developing an Eye catchy look and unique Media Services description
- Providing Featured Videos and Premiers of popular shows.
- Offering pleasant visuals of Channels by showing their popular shows from different genres.
- Open Architecture to support integration
- Providing a better marketplace place to capture much more business by publicizing the media services on internet.
- Providing the Built –in Plugins for better functionality.
- Integrating with application framework.
- Integrating the Custom content types and the latest libraries.
- Providing easy installation and Upgrades.



## CHALLENGES

Fullestop's task was to research best of breed solutions that would meet the client's needs, determine the best fit solutions and present them with recommended options.

Following are the challenges Fullestop faced while developing MSM Media Distribution:

- In Depth Demand Analysis: interactive prototypes + screens.
- Creating documentation with descriptions of all test scenarios for the platform's business services.
- Controlling the workflow with the client.
- Creating an UI which develops visual flair and interactive features to match the goal and vision
- Developing a robust and fully customized bespoke platform.
- Providing good user experience without compromising the theme of the website.
- Installation of new theme or upgrading properly.
- Extending the functionality by using plug-ins and managing them in a proper way.
- Managing the internal sever error due to different causes.
- Displaying admin dashboard properly.
- Maintaining the wide Video Gallery .
- Stay in the competitive market by capturing newer opportunities.

## TECHNOLOGIES USED

Following are the technologies, which Fullestop used in the development of Digtheshop.com:

- **HTML 5/ CSS/Bootstrap:** For development of responsive user interface.
- **JavaScript/ JQuery/ AJAX:** Client side scripting for incorporating additional features like validations, carousal and page transitions.
- **Word Press:** CMS for e-commerce websites
- **Apache:** Web server
- **MySQL:** Database server for storing and fetching website data.

## RESULT

Fullestop has developed a website that offered unusual, high quality products around the globe with following characteristics:

- Simple, fast, and quick solution for MSM Media Distribution having classic & sophisticated looks to match the product theme.
- Creating a Customized theme which perfectly fit the brand.
- Offering a user friendly & organized services display
- Providing the appropriate UI elements for the specific need which the website needed.
- Quick in operation with fluid transitions
- Intuitive and minimal, yet an engaging and interactive platform
- Convey a global presence

**A case study by- Fullestop**