# CYQUENT
## Community Media Sharing Portal

## Case Study
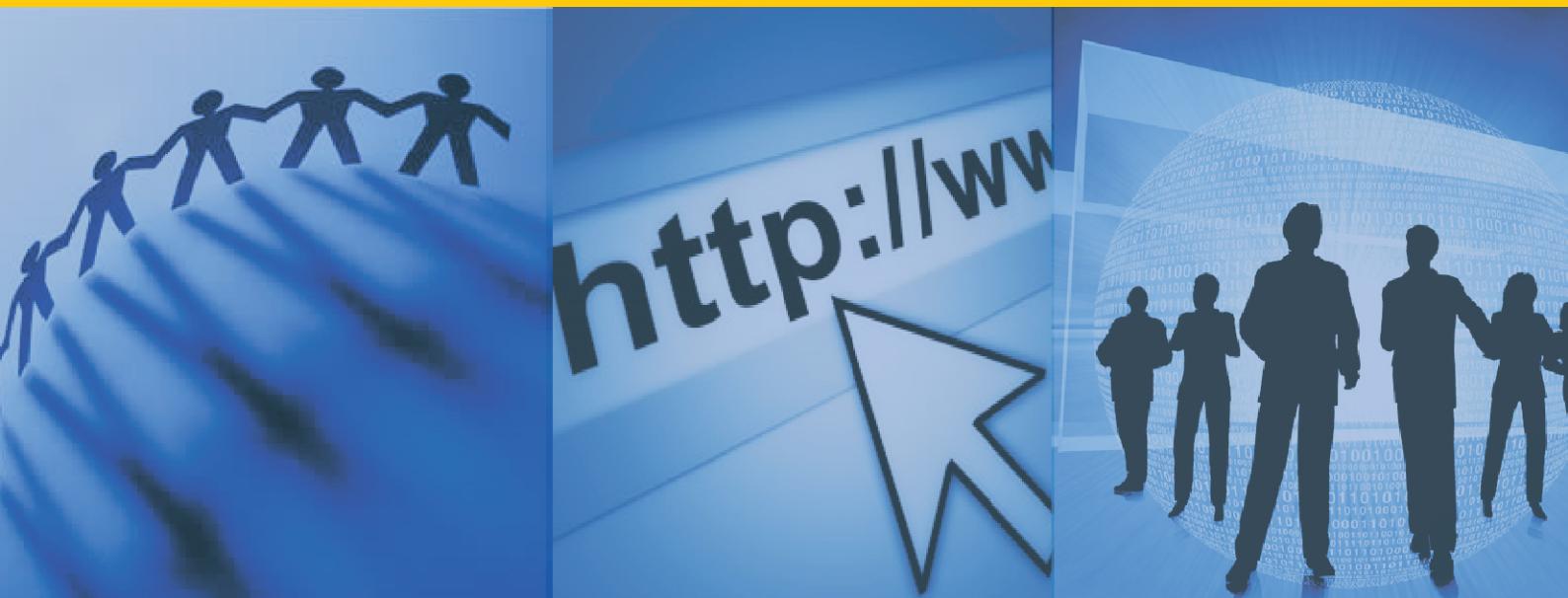
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# CONCEPT

The concepts driving the Web 2.0 domain rely on Community driven content with an interactive user interface. This project aims to create a Community of like-minded people in a particular domain, and allow them to exchange ideas using community features like Blogs and Forums, and media based content like Photo and Video Exchanges.

Further, the members of the Community can purchase LICENSED Media content online (Audio and Video) through the Online Store hosted by the Community, either as a "download" or as "streaming playback".

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# CHALLENGES

"Time to Market" was the biggest challenge; the site was to be functional in a very short duration of time.

Generic community-based features had to be incorporated, allowing members to view content by popularity, freshness, responsiveness, etc.

Purchased media had to be encrypted with License information, using Digital Rights Management (DRM) techniques.

Online payment processing was to be integrated, allowing "token" based pays for small purchase value.

Rich Internet content was the key to the user experience.



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# SOLUTION

Given the time constraints, ready packaged tools were identified for the COMMUNITY and ONLINE STORE sections. These were "Community Server" and "ASPDotNetStoreFront" respectively.

Extensive effort was expended towards the look and feel of the portal. This compromised the ability to use existing skins of the tools being used, and mandated the team to build new skins for each of the tools.

DRM was researched for all possible available options, and finally Windows Media Services was deployed, for both the downloaded license management, as well as Streaming media services.

Token payment option was customized micro-pay" feature in ASPDotNetStoreFront.

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# BENEFITS

- Use of 3rd party packages like Community Server and ASPDotNetStoreFront got the site up and running in a 25 day period.

- Our expertise in DRM using Windows Media Services makes it possible to allow playback of most popular media formats.

- Deployment of web services facilitates seamless integration between different 3rd party softwares, especially for features like "single sign-in".

- Using Web Parts, we have facilitated an Advanced Content Management feature which allows the site administrator to create a "Content Library" using drag-and-drop facility across various content types like Blogs, Forums, Photos, Videos, Profiles, etc.

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# TECHNOLOGIES

- ASP.net, VB.net, C#

- Community Server

- ASPDotNetStoreFront

- Microsoft Windows Media Services, incl. DRM

- Web Parts

- MS SQL Server 2005

- Web Services, AJAX

- SOA & UML Design Methodologies