

Delivering a Social Hangout Application That Does It All:

Rounds Case Study



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Company and Project Background:

Rounds is a free multi-platform video chat and hangout application that allows its users to interact with friends in a variety of ways, whether through sharing videos and photos, playing games, or browsing Facebook. With their webcam chat, Rounds also allows its users to see their friends' reactions "in real time, making it the ultimate social experience."

Hoping to target a growing population of Android-based mobile users, the team at Rounds sought to develop another version of the application – in addition to a previously existing Apple version – which users could download from the Google Play Store.

Challenge:

While Rounds had already established itself on Apple's mobile operating system, they wanted to deliver the same experience for those users on Android. However, they lacked the necessary development team, and required a partner to help integrate video processing. Ultimately, the team at Rounds required full development of the application, as well as a way to process server-side data from Facebook. The company needed an outsourcing partner that could investigate their needs and provide a unique end-to-end solution.

When it came time to identify and consult with an outsourcing partner, Rounds opted to continue maturing a previously established relationship with Smart.exe, which had helped the company harness the power of Adobe Air in a previous project.

www.smartexe.com

Solution:

After a thorough research phase, Smart.exe proposed a way to develop the Android-based Rounds application, along with a way to support and troubleshoot any future problems. They offered several potential solutions, each utilizing different coding and development formats for the application. These included RTSP stream, video chat with SIP technology, and HTML5 player. After generating some proofs of concept, Smart.exe settled on SIP technology as the best way to integrate the features necessary for the Android version of Rounds

Results:

Even after completing development, Smart.exe continues to support and enhance the Android version of Rounds. They are continuously updating the application to work with newer devices and versions of Android, particularly versions 4.0 and above. They also optimized video quality and integrated HTML5 player to process video from YouTube.

As of December 2013, more than 100,000 users have downloaded Rounds from the Google Play Store alone, giving it an average rating of 4.2 out of 5 stars.



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