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digital transformation experts

Case Study

itihaasa

Client Profile:

itihaasa aims to creatively tell the story of Indian IT. It is an initiative to unearthed hidden nuggets and insights that recounts the history of Indian IT since the 1950s. It is a narrative of India's IT revolution over the past six decades. Every little details of what Indian IT will look like in 25 years is captured in this app.

Tecnology Used:

Android, iOS

Android: Java, Media Library, Volly library, Material Design library.

iOS: Swift, Foundation Framework, UI Kit Framework,Media Player Framework, AFNetworking Framework.

Third party framework's: Google analytics and sign in framework, Fabric framework, Facebook login framework.

Server Side : Spring MVC, Spring Security, Solr, MongoDB, SMTP Server.

Business Situation:

From a single modern computer in the early 50s today's Indian IT industry generates close to USD 150 billion in revenues. The idea of itihaasa was to retell incredible story of Indian IT to people across the world. The concept was to bring to light the entire IT journey along with details such as key role of initiators, public and private firms, the policies and institutional framework.

Solution Approach:

As a solution the concept executed by Compassites was Itihaasa – first-of-its-kind digital app that recounts the history of Indian IT snice its beginning. The app has an inventory of 600 short videos, over 37 hours of footage, 350 archived photographs and articles featuring 44 technology stalwarts. Users can personalize stories on six dimensions of people, place, time, organization, policy, and technical terms. If people lists different scenarios in which the individuals operated and learned, organization dimension lists the number of organizations which have been instrumental in the research and development of technologies that finally led to the growth of the IT industry. The videos could be categorized on choice of the user in line with the dimensions. For ease of navigation the app was fed with 12,000 tags giving the widest possible way to categorize the content.

The app provided to listen to the interviews of the earliest industry pioneers or read the documents created by some of the most brilliant minds of the nation. The timeline feature hosted interviews of famous personalities, from N.R. Narayana Murthy to Nandan Nilekani who have been involved in IT revolution in India, all segregated in the order of occurrences of events. Functioning like a glossary of terms in a book, these tags assisted a user in navigating to the topic that he or she wants to quickly move to. For the convenience of users who do not prefer to watch videos PDFs were enabled that give up-to-date information about the history of computers and IT.

The feature set app traced incredible journey from the installation of the country's first modern computer in 1955 to crystal gazing on Indian IT in 2040 and would be updated periodically.

Benefits & Results:

¤ The app traces 25 years of history in a glance

¤ Ready reckoner for IT research

¤ Has found more than 5000 installs