

## QP Innovations - YouBusk



**“Youbusk-Sing.Share.  
Be-Seen”**

**Location:**  
Singapore

**Project:**  
Youbusk

**Industry:**  
Entertainment  
Social networking

### **Technologies / Platform:**

- iPhone
- iPad
- Android Tablet
- Android Device
- Web portal
- Server Application

**Business Benefits:**  
To provide a single and easily accessible platform to singers and musicians to show their latent and reach out to public.

### **Customer / Consumer**

- Singers
- Musicians
- Performers

### **Client:**

QP innovation is an investment company which invests to create innovative products for the mobile platforms, be it Android, iOS or Windows Phone. One such in-house product is Youbusk developed to provide a mobile-based platform for singers and musicians.

### **Business Needs**

- To provide a common platform to singers and musicians to show their latent and reach out to public.
- Platform has the capability to stream online radio from multiple radio stations
- The platform, both for sharing and viewing, has to be easily accessible so mobile domain is the best choice.
- Both audio and video can be recorded and shared.
- User can apply various audio and video effects which is USP of this product.
- To provide sufficient video record duration so that user can upload quality content for other users to analyze.

### **Social Needs**

A sharing platform for promoting user’s singing talent.

### **Rapidsoft’s Role**

- To develop a native application for iOS platform, web-platform and media server
- Web-platform to provide same features as iOS except recording.

### **Solution Overview**

This multiplatform user application is developed on iOS, Android and Web-platform. The user application allows users to record and publish videos, view, tip, share videos. Notifications allow users to get notified on various events like video tipped etc. Admin website was developed for administrators to control the content uploaded on the youbusk platform. A server application in Java was developed for supporting all operations on the client application.

### **Highlights:**

- Users can create and publish videos from the mobile application. The maximum video duration is set to 150 seconds.
- User can apply audio and video effects such as Echo, Chorus etc and Sephia, Negative etc. before sharing.
- Users can chose various video sharing preferences.
- User can follow other users and get notified of their status and video uploads.
- User can tag their videos for easy searching.
- Users can participate in and win Challenges that are created by the administrator for any occasions e.g. Tributes, festivals etc.
- Search videos or users.
- User website developed which provides same features as mobile application except video recording.
- Admin website developed for moderators to manage users and their videos.