

# Case Study ProAudioStar App

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## Application Overview

In today's scenario marketing is an important perspective for any company and a new era has come up with marketing on phones. ProAudioStar utilized this idea of having an app to promote its products and SoftProdigy helped them in giving their idea a shape, an app comprising of all the requirements of ProAudioStar.

SoftProdigy designed and developed this app for ProAudioStar and provided them with a perfect solution for their marketing through phone.

App was designed to promote and also enable user to earn rewards through points earned by viewing and sharing musical products of ProAudioStar with other users.

## Solution Developed

SoftProdigy initially understood and analysed all requirement of client and started with design of App. After some minor changes final design was transformed into a working app with benefits both to users and client.

Some features which were included in app are:

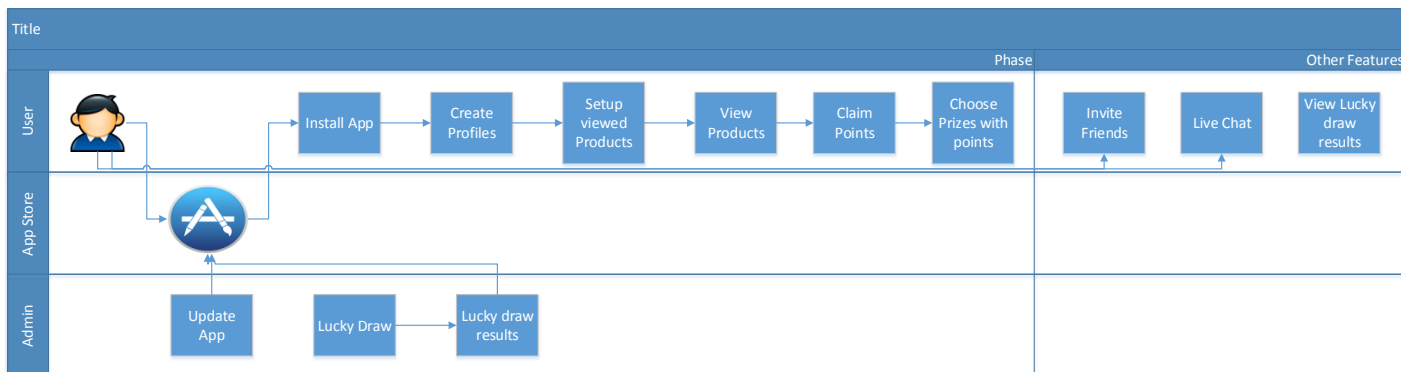
**Claim Points:** A user can claim points by viewing audio products added by admin in various category. User can also earn by sharing those products on social media.

**Invite friends:** A user can invite friends from various sources like messaging, email, Facebook, and twitter. By inviting user have opportunity to earn.

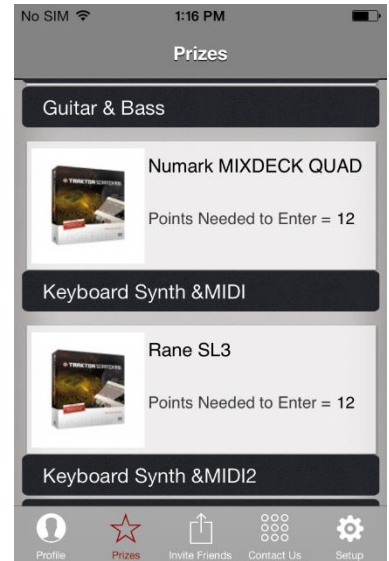
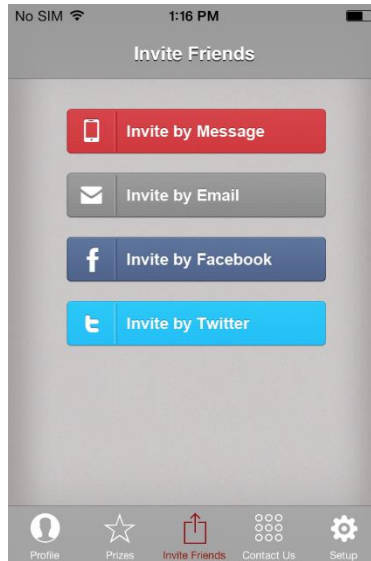
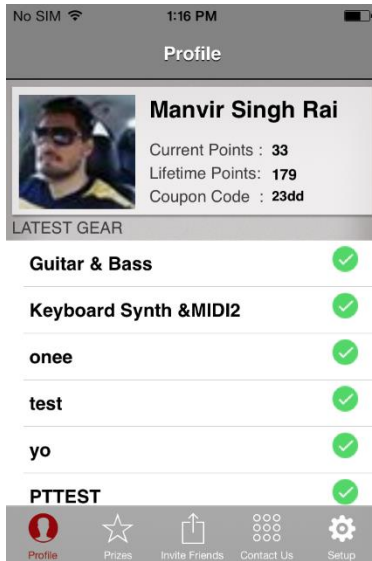
**Live Chat:** App supports a feature a live chat feature to sort out all user queries without delays.

**Choose draw Prizes:** A user can choose prize with earned points which he wish to have if he wins lucky draw.

## Application Flow



## Screenshots



## Benefits

ProAudioStar provides both client and user to gain from the App. Client is able to promote its products and user can win prizes just by viewing and sharing products. This proves to be a win-win strategy for both client and user

**Instant Marketing:** Client can introduce product on App as soon as he gets information about the product.

**International promotion:** Client can promote his products internationally as app is available globally to user. In this way products can be promoted both nationally and internationally

**Earn and Win:** User can earn points and win prizes so it enables user to promote products and app in best manner to gain attractive prizes providing client a healthy and cheap marketing

## About SoftProdigy

Founded in 2006, SoftProdigy is an award-winning organization with expertise in the areas of Web & Mobile Technologies and Consulting services. Over the last few years, the organization has made a reputation for building quality solutions for its clients that helped them get more out of their business. SoftProdigy's customers range from start-ups to Enterprises like: ING, Aviva, Vodafone and Bajaj. The company has worked with entrepreneurs as well as established corporate houses across the globe to put their ideas into inception and take it to the market. It employs over 150 technology and management professionals who work closely with each other. With a consistent growth track record that has surpassed the industry trends year on year since the company's inception, what sets it apart is the philosophy of pursuing, quoted as "measured success".

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