



FANTASY FOOTBALL CASE STUDY

CLIENT OVERVIEW

Our client Tailored Games was founded in July 2011 as an intuitive social gaming company. Tailored Games seeks to leverage user's social graph and online interactions to build customized and intelligent games across a variety of platforms. Tailored Games was incubated by Dogma Studios a leading entertainment digital media service provider in Los Angeles, CA.

Tailored Games has launched their first skill based Fantasy game called Fantasy Football Champions Challenge on Facebook and intends to continue developing additional fantasy sports and pop culture games tailored to the user's own social graph and online interactions. Furthermore, using this as a platform Tailored Games will publish other apps rapidly.

KEY REQUIREMENTS

- Rapid time to launch on Facebook platform
- Intuitive user interface design with rich graphics
- Tight integration with Facebook features such as wall postings, messaging, invites for viral growth
- Integration with payment systems such as Paypal
- Real-time analytics to test various marketing activities

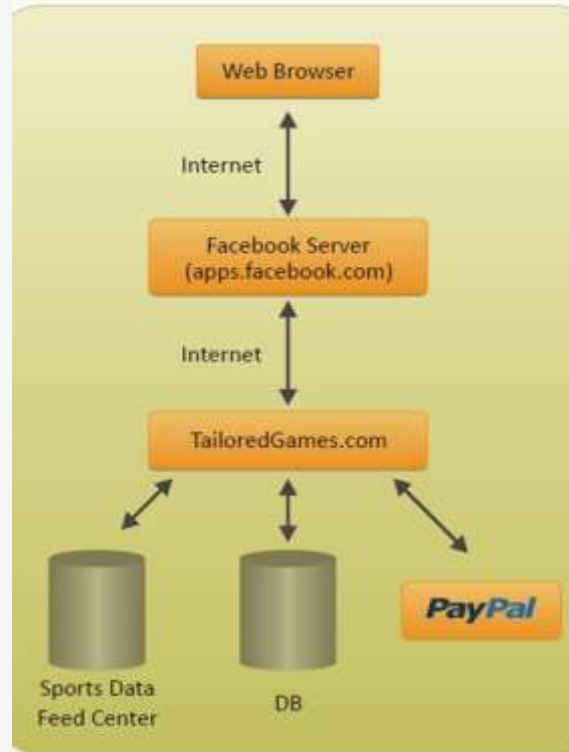
KEY CONTRIBUTIONS

- Xoriant with its experienced team of technical architects and developers combined with their previous engagements on social media websites appeared to be an ideal partner for the client requirements
- Xoriant initiated the engagement by holding client meetings with their core team to gain a complete understanding of the engagement objectives
- A team comprising of a technical architect, a UI designer, a developer and a QA engineer was formed and project milestones were set to ensure meeting the aggressive release schedules of the client
- UI wireframes were developed, adhering to the Facebook guidelines and were shared across with the client. After due approvals the app development started with release cycles every week
- Xoriant used their proprietary Social Media Framework – a scalable, robust framework comprising of reusable components that can be customized to develop social media applications

KEY BENEFITS

- Utilizing Xoriant in our development helped us to gain the resources of a full development team in short order
- We consider Xoriant as part of our team rather than third party developers
- This means of production helped cut development time by three months, and reduce our minimal viable product launch to a fraction of what our in-house team could provide

HIGH LEVEL ARCHITECTURE



TECHNOLOGY STACK

- Javascript, HTML
- Facebook APIs
- Paypal APIs
- LAMP (Linux, Apache, MySQL, PHP)



About Xoriant:

Xoriant Corporation is a Product Development, Engineering and Consulting Services Company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 2000 software professionals. Xoriant has deep client relationships spanning over 25 years with various clients ranging from startups to Fortune 100 companies.