

Videoblogg website and smartphone apps

Videoblogg is a responsive website for vloggers to upload content, and the platform is complemented with native smartphone apps for iOS and Android.

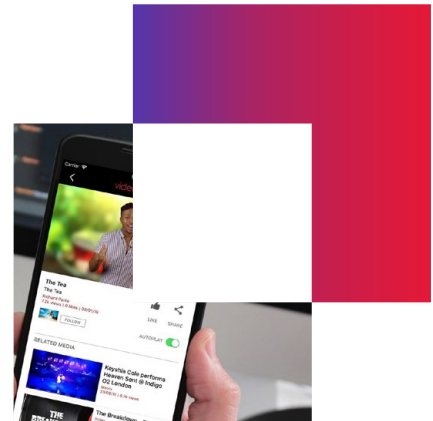
Videoblogg started as Media – a video platform which also featured articles and other content. The company decided that it needed better focus and a rebrand to make it more streamlined and give it a specific purpose.



Partnership working

Videoblogg approached digital media artwork specialists, Ikonn Design New Media Ltd, for help. Ikonn worked on the appearance of the platform by producing creative screen templates and partnered with CGI who used the screens as a base on which to build the web application.

The partnership worked well, with our experience of database structures and development, and Ikonn's experience of digital artwork, the two were able to produce a fully responsive and attractive site with all the functionality that Videoblogg required.



Videoblogg

Videoblogg is an online platform aimed at anyone who makes video blogs. It aims to be 'the YouTube of video blogging.' There are no films, trailers or videos of wedding dances. The platform is specifically for video blogs covering categories such as film reviews, entertainment, news, sport and television.

User-focused

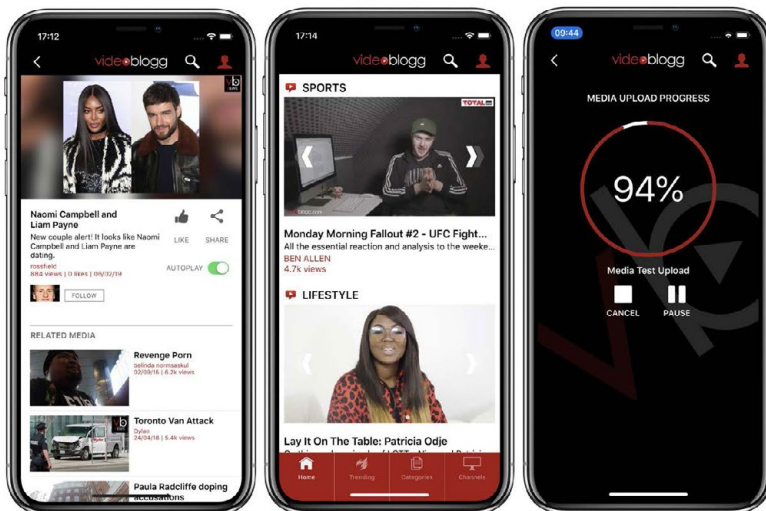
The web application developed is very user-friendly. It integrates with Vzaar, a video hosting platform, to enable the uploading of video files to generate relevant formats for devices and storage.

The application streams all video content from Vzaar and allows users to easily share their videos, categorise them, create their own channels and receive notifications of comments on their videos.

Videoblogg has also identified a new potential market for its platform - schools - following a creative curriculum where students are encouraged to think 'outside-the-box'. These schools are using new media tools and techniques such as vlogging to deliver the national curriculum and get outstanding results for their students.

Move to native

More recently, CGI and Ikonn were commissioned to produce native smartphone apps for the iOS and Android platforms to complement and work alongside the website. The apps allow users to view and upload content on the move.



“The team had the right experience we needed to develop Videoblogg’s new platform while we worked on the branding and visuals. Nothing was too much trouble for them.”

Richard Lewis

Owner at Ikonn Design
New Media Ltd

About CGI

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We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 77,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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