

# MX Player App

## Background 🧠

Wouldn't it be amazing to be able to play any type of video and audio on your phone on the go? We wish to tackle this issue.

## Problem Statement 🚀

As a user, I am trying to play all formats of video/audio. But lack of options in the mobile space because which makes me open a laptop forcefully. This leads to more time invested in the viewing/listening experience.

## Goals 🎯

- A powerful video player that supports all-format audio (including AC-3) and video.
- Advanced hardware acceleration for video/audio enhancements and subtitle support for better understandability of videos.

## Non goals 🎯

- To provide an online streaming of TV shows, movies, web series, music & more in HD Quality.
- To build MX Takatak - a short form social video entertainment platform for Indians. MX TakaTak will make super easy for anyone to discover, watch and create fun short videos with music, filters & cool effects.

## Hypothesis 🚀

If we make a video/audio player for all formats, then user will switch from PCs/laptops to smartphones leading to a portable and hassle free experience.

## Vision Narrative 👁️

To build a video/audio player application which will eliminate the need to use high fidelity PC/Laptop applications (e.g. VLC). User can play the video/audio of his choice from anywhere without having the need to reach any bigger electronic goods.



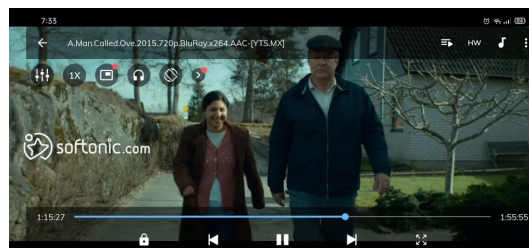


| Milestones  | Estimated time | Priority | Version | Functionality   |
|---|----------------|----------|---------|---|
| <u>Build audio/video player.</u>                              | 18 weeks       | High     | 1.0.0   | To build a video/audio player which can support all types of formats/codecs.                                  |
| <u>Advanced hardware acceleration &amp; subtitle support.</u> | 10 weeks       | Medium   | 2.0.0   | Ability to add subtitles or embed it with videos. Also, usage of hardware for better audio/visual experience. |
| <u>Streaming of web shows, movies, etc.</u>                   | 16 weeks       | Medium   | 3.0.0   | To be able to view web shows, movies, TV shows, interviews, etc.  |
| <u>Build MX Takatak - short content platform.</u>             | 20 weeks       | Low      | 4.0.0   | Content platform for users to upload and view short content (~1 min).   |

## Key Trade Offs & Decisions

- Adding support for each codec/file type will be very hard to accomplish. We could focus on supporting the major codes/file types and later add remaining file types with each iteration (use 80-20 Pareto's principle).
- Creating a personalization engine for MX Takatak is difficult to implement. We could focus on this feature after building the MVP of MX takatak.

## Concept Mocks



MX player - video/ audio player.



MX player - streaming.



MX player - Takatak.

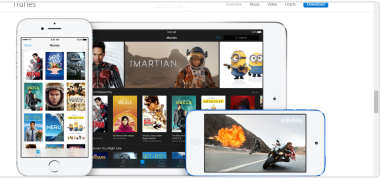
## Appendix: Research

### The Complete List of Video File Formats and Codecs for Developers.

#### Video File Formats and Codecs: A Complete List for Developers

From .WEBM, .OGG, .MP3, .MP4 and more, there are many video file formats you can expect to come across as a developer handling audio/video content in your application.


<https://blog.filestack.com/thoughts-and-knowledge/complete-list-audio-video-file-formats/>



### Deep Dive into Netflix's Recommender System.

#### Deep Dive into Netflix's Recommender System

Netflix is synonymous to most people in this day and age as the go-to streaming service for movies and tv shows. What most people do not know, however, is that Netflix started out in the late 1990s with a subscription-based model, posting DVDs to people's homes in the US.


 <https://towardsdatascience.com/deep-dive-into-netflixs-recommender-system-341806ae3b48?gi=685608639705>



### Why TikTok made its user so obsessive? The AI Algorithm that got you hooked.

#### Why TikTok made its user so obsessive? The AI Algorithm that got you hooked.

Tik Tok is taking the world by storm. According to Sensor Tower, the short video app has been downloaded more than 2 billion times globally on the App Store and Google Play. What's the magic behind this sensational App that got you so obsessive? Not surprised, the answer is ML backed Recommendation

 <https://towardsdatascience.com/why-tiktok-made-its-user-so-obsessive-the-ai-algorithm-that-got-you-hooked-7895bb1ab423>



### 19 Features for a music streaming application that your client will love.

#### 19 Features For a Music Streaming App That Your Clients Will Love - Devabit - Software development company

Everyone seems to applaud such industry giants as Spotify, Pandora or Apple Music. Their success makes ingenious entrepreneurs think of how to start their own music app. Indeed, the market holds much space for another nice streaming service. However, it gets harder to reach market heights. What is the key to success?

 <https://devabit.com/blog/music-streaming-app-features/>

