# CASE BUSINESS REQUIREMENT

With the growing popularity of paid TV streaming services provided by MEDIA. There is a business need to further expand MEDIA business market capability into mobile devices market segment. In order to facilitate and tap-in into mobile devices market segment, CASE platform is designed and organized with the main purpose of providing seamless and intuitive view of TV streaming services for mobile devices.

Various feedbacks from MEDIA stakeholders require CASE to be highly interactive and able to support multiple number of queries at the same time based on a list of HOT and TRENDING Shows. The list of recommended content based on user’s preference is shown immediately after user performs login into CASE service.

For those users with no preference setup in their global setting, a list of HOT and TRENDING shows is displayed based on the number of shows watched by MEDIA users sorted by the new release date.

Additionally, for users with specific requirement of watching a particular series or shows, CASE is also designed with the searching capability through thousands of titles available by MEDIA paid TV Services. All of this search functionalities are available by a single click on each and every screen of CASE.

In order to build CASE to be highly interactive, reusable View Components in User Screen needs to be carefully designed and rendered. Such UIs are created by means of MVC and Reactive Framework to achieve highly responsive and better loading performance.

Another key aspect that needs to be addressed is to support multiple number of queries at the same time. This is achieved by separating the UI (View) Layers with Data Layers. The Data Layers are to be implemented using Web Services (Micro Services). This service will serve multiple number of request generated by the UI (View). The proposed Web Service format are SOAP, JSON and/or REST services.

The Data Flow between the UI and Data Layers are handled by Controllers. These Controllers will perform security and credential checking and at the same time perform data restriction to the data being served by Data Layers. Any requests to Data Layers without valid credentials shall be denied for using such Web Services.

Another consideration with regards to the CASE platform is the Rich IDE and various support provided by the MVC and Reactive framework for rapid application development. This feature is useful for the development of New UI improving intractability and lessen the development time.

Lastly, the aspect which needs to be considered is how CASE platform able to be integrated into existing MEDIA TV Services.