Music Rights Management solution

The platform helps organizations that are in the business of Rights Management and Royalty Collection & Distribution.

How the royalty collection and distribution challenges are solved using ML & AI !!

Noctil is an advanced technology solution that helps Rights Management Organizations to maximize collection and distribution while reducing operational costs.
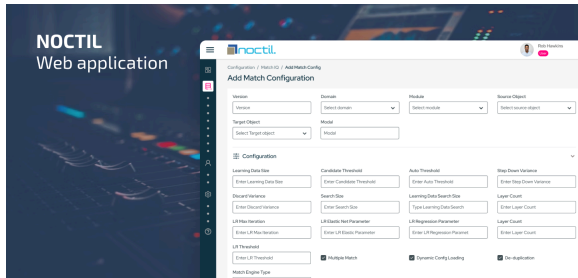
Business challenges:

- The particular application was not suitable for the target audience and the user flow was quite complicated.

- Usability performance was low and the existing platform was not able to grab the user's attention and achieve the goals of the user.

Solutions we offered

We examined the current platform and performed a heuristic analysis using user pain points. This data enabled us to make a design choice that would be practical for both the user and the development team.

1. For improved user engagement, the design was balanced using color contrasts and typography.

2. Designed a straightforward and effective UI & UX for efficient usability.

Music royalties collection and distribution

NOCTIL
Web application

Client speak

"*Providing real time payment is very important, royalties are now collected and distributed with ease*"

How did our solutions help?

- The design gave our customers an improved and ideal user interface for quick interaction

- The design also improved the overall performance of the application and reduced the degree of difficulty in managing human resources.

- The agile design provided a better solution to the issue of identifying problems and allocating royalties to the deserving.

The Outcomes

- Profits increased considerably.

- Boost in new user engagement.

- A significant rise in New Customer Acquisition.

Neointeraction User Experience Design team engages with clients to create a SIMPLE and MEANINGFUL experience for web and mobile products. Our team based out of Bangalore has 15 yrs of domain agnostic design experience that can bring great value addition to your business

For similar projects contact our team

contact us