TCS Survey – Lightning OTT App Development Framework

Technology Users Survey

Survey Approach

How did we approach the Survey and overall process?

- ✓ We conducted this survey to capture on the ground feedback from technology users performing different roles like Developers, QA Engineers, UX Designers, and Product Managers. Many of them have worked on developing OTT apps using both HTML5 (and other relevant technologies such as Vue.JS) and Lightning

- ✓ Technology users participated in the survey are from engineering teams working in leading OTT Media providers and System Integrator service providers specialized in OTT app development

- ✓ We curated survey questions with specific focus on each role's expectations from the technology and captured responses on a **scale of 1 to 5** indicating their satisfaction

- ✓ We additionally captured specific **positive comments** and **improvement suggestions** from different users. These are shared with RDKM for Lightning technology roadmap consideration

Technology User Survey - Product Managers

Time to Market: How was time to market with Lightning?

★★★½☆

Stakeholder Feedback: How was taking feedback on the App from different stakeholders?

★★★½☆

Device Compatibility: How do you rate freedom to choose features which can optimally work on different devices (latest and legacy)?

★★★★☆

Cost Effectiveness: How do you rate cost effectiveness of developing and deploying Lightning App?

★★★★☆

Technology Maturity: How do you rate maturity of Lightning?

★★★☆☆

Talent Availability: How easy it is to get talented resources to work on Lightning?

★★★☆☆

Where Lightning scores better for **Product Managers**...

✓ *Feedback on features and UX can be expediated with ease of deployment and sharing app with different stakeholders*

✓ *Lightning is optimized for embedded devices and its ability to work with low resource devices helps in reducing rework on design at later stages while working with low resource based legacy devices. This enables product managers to bring powerful UI on legacy devices as well*

✓ *Faster development, quicker UX design, easy feedback process, easy to work with different devices are different factors that contribute to faster time to market*

✓ *Overall faster development cycle and cross platform compatibility of Lightning makes it very cost effective to use Lightning for OTT apps*

TATA CONSULTANCY SERVICES

Building on belief

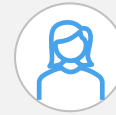# Technology User Survey - UX Designers

Freedom to create designs for rich UX: Do you feel you have more freedom to create innovative UX in Lightning?

★★★★☆

Ease of creating Quicker Prototypes: How is it to create prototypes of new UX designs for Lightning apps?

★★★★☆

Rework on Design due to performance impact for legacy devices - success of conversion: What is the success rate of UX design acceptance, and designs are not rejected due to performance issues on resource constrained devices?

★★★★☆

Where Lightning scores better for **UX Designers**…

- ✓ *Out of the box animations and transition effects features provides a lot of freedom to create innovative UX and build appealing user experiences*

- ✓ *Rich components library and available templates makes it easier and quicker to create UX prototypes*

- ✓ *Lightning is optimized for embedded devices and its ability to work with low resource devices helps in reducing rework on design at later stages while working with low resource based legacy devices*

Technology User Survey - Developers

Learning Curve*: How is it to learn Lightning?*

★★★★☆

Community Support*: How is the community support in resolving technical issues?*

★★★☆☆

Library Support - Minimum/Low Code*: How in-built library support in developing applications faster?*

★★★★⯪

Feature richness - component Library*: How do you rate support for rich User Experience features?*

★★★★☆

Ease of Development - debugging & troubleshooting*: How is it to debug and troubleshoot Lightning apps?*

★★★⯪☆

Build and Deploy*: How is it to build and deploy Lightning apps?*

★★★★⯪

Where Lightning scores better for **Developers**...

✓ *Good quality and comprehensive documentation makes it easy to learn Lightning and apply it for app development*

✓ *Features in the component library enables development of rich UX features, helps reduce code size and development time resulting in faster development of better visual apps*

✓ *Small but vibrant Lightning community is very responsive and helps quickly with technical issues to get faster resolution*

✓ *Functional testing ease as the app can be deployed in browser. This makes easier to use browser supported inbuilt tools for testing app performance. Lightning apps also perform better in terms of CPU and Memory consumption*

✓ *It is very easy to build and distribute apps for deployment to enable testing and stakeholder feedback*

Testimonials…

*"For doing simple things both are same. However, few complex implementations like **animation** etc. Lightning scores better"* – Leading OTT App Development Team

*"Lightning is **lot more visual** and easier to implement animation. As a team we did not have to worry about low resource device constraints"* – Leading OTT App Development Team

*"Its easier to create **performant experience** using Lightning"* – Leading OTT App Development Team

Contact us at iot.de@tcs.com to learn more about the survey findings and technical study focused on CPU and Memory consumption performance by Lightning OTT apps.

Thank you