



## Case Study

# toktok Website

A solution to manage toktok - voice application service - accounts

**Ditech Networks, a US based voice solutions provider, wanted to hire the services of developers, proficient with the Ruby on Rails framework, to maintain their existing website – promoting their voice application services “toktok” - and build enhancements to it. Icreon was roped in. With the successfully delivery of the new features, we have enabled Ditech to provide value added services to their customers.**

## Customer Profile

Ditech Networks is a US based company offering high quality voice solutions. Ditech have been in business for over 10 years and today, are counted among the top voice solutions providers in the world. One of their product offerings is “toktok”, a voice application that allows users to use voice commands, to access web applications over any mobile network.

## Business Requirements

Ditech had an existing website that allowed their customers to sign-up and manage their toktok accounts. In addition to rectifying the issues with the website, Ditech required several new features to be built chief among them being allowing for members to synchronize their Google contacts with the website. Additionally, integration with various social networking websites, include Twitter, Facebook and LinkedIn was required.

## Building new features and maintaining the website

Based on the requirements, the Icreon team worked towards making the website error-free, and adding enhancements to it.

### Challenges:

One of the main challenges that we faced was the synchronization between members’ toktok account and their Google contacts. Time-zone differences were to be kept in mind, since members can request conference calls, set reminders for those listed in the contacts.

### Solution:

The website provides users with a platform to sign-up for the toktok service and manage their account. Registration is by invite only; users are required to provide their unique invitation number to create a toktok account. Users who have not received an invite can submit a request for one. Upon sign-up each user is given a unique toktok number that they can dial-in to access their web applications. The service uses voice

commands to access various web applications and perform actions. For example users can speak out the name of any person in their contacts to call them.

One of the new features that we have provided is integration of the toktok website with Twitter, Facebook and LinkedIn. Since membership to toktok is by invitation only, other users wishing to post messages and comments on specific to specific members can do so by using their Facebook, Twitter and LinkedIn authentications. In case of Twitter, we have also provided members with the ability to receive specific application tweets directly on the website.

Additionally, we have synchronized Google contacts with the website; any new contact added to Google they will be available on toktok. We have built a reminder service that allows reminders to be set for events added to Google calendars.

With the successful delivery of the solution, Icreon has provided Ditech with a revamped website enabling them to offer better and improved services to their customers.

## Technical Details:

### Technology Used



The solution follows MVC architecture, making it easy to maintain. JQuery framework has been used for JavaScript. Git repository has been used for version control. We have made use of Capistrano deployment tool to ease the process of deploying websites on remote servers

### Components Used

Various Ruby on Rails components have been integrated with the solution. These include:

<b>Act As Taggable:</b>	This component has been used to enable tagging of objects as well as searching for tagged objects.
<b>Paperclip &amp; ImageMagick:</b>	The ImageMagick component was used to implement various image manipulation and optimization features such as cropping, resizing.  Paperclip has been used for uploading the image files to the server.
<b>Restful authentication:</b>	The Restful component has been used to provide an enhanced level of user authentication. The component enables the implementation of features such as secure password handling, validating e-mail address for account activation etc.
<b>Twitter, Facebook and LinkedIn APIs:</b>	The APIs has been used to authenticate users' Twitter/Facebook/LinkedIn login credentials.
<b>SSL Requirement:</b>	This component has been used to encrypt the data being sent and received from the server
<b>Act as Sanitized:</b>	Has been used to handle malicious data and reduce XSS (Cross-Site Scripting) attacks
<b>ReCAPTCHA:</b>	Has been used to reduce spam