Handling Notifications

Explain the purpose of the notifications

The main purpose is to enhance the User Experience (UX). They can be used to keep user

- Engaged
- Informed
- Retained (he keeps returning to the app.)

Compare local notifications to push notifications

Local Notification (in-app)	Push Notifications
They are generated within the app.	They are server generated
They only appear when the app is open / running.	They can appear any time.

Describes the steps involved in developing the push notifications

We can use Cloud Messaging services to generate puss notifications like

- FCM (Firebase cloud Management) for android
- APN (Apple Push Notifications) for iOS

Steps for developing push notifications

- Obtain Permission
- Make device generate a Token
- Use that token with above services to generate messages.

Describe the purpose of in-app notifications and different types.

In-app notifications appear only inside the app there primary purpose includes:

- Contextual Info

- Helpful Prompts
- Provide Guidance
- Inform about new app updates / features
- Encourage Exploration

Types of in-app notifications

1. **Toasts**

   Appear for a few or more seconds (usually sent after completion of some action).

2. **Modals**

   They are the pop up notifications (used when user interaction is required such as alerts, gather input).

3. **Banner**

   Notifications that persists in user's screen (they are used to provide ongoing information such as new feature notification or update app notify)

4. **Tooltip**

   Tooltip notification appears when user selects and element (used to provide guidance).

5. **Badge**

   Badge notification appears on top of the apps icon (used to signal about incoming messages like numbers on Social media apps icons).

Caution

- Use Judiciously
- Overuse can cause backfire
  - Analyze engagement metrics
  - Request Feedback
  - Understand their behavior
  - When to use vs when to avoid.