

Notification Delivery Systems

1. Explain how notification delivery system enhance user engagement in an application.

Notifications are used to

- Engage Users
- Alert them about app updates
- Promotes ongoing offers
- Remind them about new sales and events

How notifications can engage users

- Reminds users to return to the app
- Boasts user retention with timely updates
- Encourage users to make purchases

Different Notification Systems

Firebase Cloud Messaging (FCM)

Key Features:

- Cross-platform support
- Topic Messaging
Topic Messages allows developers to send notification to specific users based on their interests
For Example, a Sports App can notify user about their favorite team's results.
- Analytics Integration
Analytics Integration with Google Analytics allows developers to track user engagement and send notifications based on real-time data insights
For Example, a Weather App can inform users of some region where storm is about to happen

One Signal

Key Features:

- **Easy Integration**
Allows developers to setup the notification system with minimal effort
- **Rich notifications**
It allows developers to send engaging notifications including images, videos and buttons
For example, an E-commerce app sends a notification including an image with a buy now button
- **User Segmentation**
One Signal Segmentation lets developers to send personalized messages to users based on their preferences and behaviors
(This ensures notifications are relevant and targeted)

2. Analyze the pros and cons of notification delivery system in mobile application development.

Pros	Cons
User Engagement	User Fatigue
Improved Retention	Privacy Concerns
User Communication	Connectivity to Internet
Personalization	Complexity in Management
Analytics and Insights	Costs
Cross Platform Support	