№	Possible innovations			
	Description	Advantages	Disatvantages	Notes
1	Chat history (possibly with autodeletion after X hours).	- More familiar dialog model - Possibility to re-read sent and received messages	- Dialogs can be read by third person.	
2	Templates. Dialog branch editor.			Allows to create custom dialog branches in advance. Possibility to use them with one user or with all. Possibility to share dialog branches.
3	Sending GIF images (animated). Initially to give 300 animations.	- Pleasant associations and positive user emotions. - Additional ways to express oneself.	- Complicated implementation. - Significant traffic increase.	
4	Location sharing (location + map inside message bubble).	- Simplifies describing your location.		
5	Calls. Audio.			
6	Calls. Video.			
7	Apple Watch version.	- Participation in the race for attracting users (big chances for success). - Quick responses.	- Complicated implementation. - Distracts from work on the main version.	
8	Automated statuses.	- User status automated notification.	- Complication of the app interface. - Traffic increase.	Statuses: - Driving - Not in town - Phone's battery dying
9	Group chat.	- More quick/comfortable way to stay in touch with several people at once.	- Different model of conversation against that with usual templates (2 different ways of conversation in one app - ambiguous decision).	User asks the question and offers answers, other users choose from suggested answers. Possibly, user continues the conversation with users, who has chosen answers he is interested in.