

PUSH NOTIFICATIONS

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PUSH NOTIFICATIONS

LEARNING OBJECTIVES

- + Identify use cases for push notifications
- + Navigate iOS push notification bureaucracy
- + Send push notifications via Firebase

PUSH NOTIFICATIONS

AHH

Exercise:

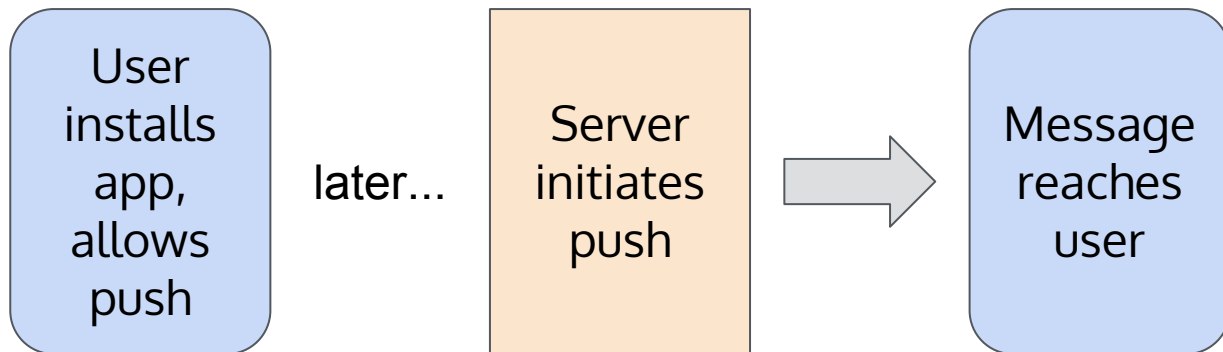
- 1) Do you frequently give permission for push notifications?
- 2) When have you encountered annoying push notifications?
- 3) When have you encountered helpful push notifications?

PUSH NOTIFICATIONS

PUSH IT

The stakes are high for push notifications. Push notifications are so disruptive to the user that they absolutely have to be worth the user's time.

DON'T be that app that ticks off users with invasive pushes.



PUSH NOTIFICATIONS

PUSH IT REAL GOOD

We'll be going through the Firebase process for configuring push notifications, but many elements of the process remain the same when using other services.

