

Following are the list of instant messaging application and features which can be integrated in Lokacart for better user experience.

1. **Tring Instant Messaging :**

Tring is an integration of telephone and yellow pages to provide a robust platform for :

* HelpDesk
* Customer Relationship Management

It has following platforms for interaction :

* **Member to Member :**

There can be two possible cases for the following implementation :

**CASE A :**

This feature allows all the FPC associated with Lokacart to interact with each other on a common platform.

Benefits :

1. Product in Demand
2. Stock supply
3. Market study
4. Hyperlocal Supply

\* As this is a common platform for all, it might be uncomfortable for vendors to share logistics/supply information. Though further communication can be carried over phone.

**CASE B :**

This feature can be extended to Customer to Customer communication if required.

Benefits :

1. Customer satisfaction
2. Trust Building
3. Query Handling

* **Admin to Member :**

This feature will work as a query handling system between vendor and customer.

Vendor can also share various updates like :

1. Sale
2. Limited Product stock
3. Offers.
4. **Wechat Instant Messaging :**

Wechat is an instant messaging app with focus on finding new contacts.

It also serves the purpose of the following :

Wechat offers the following avenues and features for enhancing interaction:

* **QR code sharing :**

o QR codes enable Lokacart organizations to utilize pamphlets and billboards to

marketing, and makes accessing the organization inside the app extremely hassle free.

1. **Facebook Instant Messaging :**

Facebook messenger is an IM app that focuses on allowing users to connect with their friends in the facebook social network.

It can serves the following purpose :

* **Maintaining intra communication between customers of an organisation.**
* **Free VOIP calls :**

o Allows voice calling through internet with only data charges which enables lokacart users to reliably communicate with admins to explain matters that cannot be explained through chat, without the monetary cost of calling through phone.

1. **Kakao Instant Messaging :**

Kakao talk is an IM app that focuses mixing element of IM with social media using their news feed feature.

Kakao talk offers the following avenues and features for enhancing interaction:

* **Subscribing Organisation :**

o Allows users to follow the news feed of different organisations.

o Can enable organizations to post updates regarding the status of their products, order delays or for announcing new products.

1. **Telegram Instant Messaging :**

Telegram is a normal IM app with only one standout feature :

* **End to end encryption**

1. **Dasher Instant Messaging :**

Dasher as an IM makes tries to be innovative and bring some new features to IM messaging.

* **Supports in app player for youtube videos**

o Users can view youtube videos without exiting the application. Since educational videos are also an important aspect of lokacart, the in app youtube player will a convenient way for viewing shared videos for users and admins alike.

1. **Tango Instant Messaging :**

Tango is an IM service that tries to accommodate all instant messaging clients in one.

* **Recommendation service**

o Recommendation engine suggests news feeds to follow depending on your activity.

o In lokacart, if you are using a particular organization more, a recommendation

engine could suggest trying the services of similarly operating organizations.

1. **BBM Instant Messaging :**

* **2 way opt in**

o Both sides have to specifically provide permission before communication may begin.

o Can be used as an alternative to invite system to niche organizations for a target

group in lokacart. Thus, establishing better privacy and more targeted sense on

community.

* **Can schedule messages for a later time**

o Will allow organizations to automate certain messages using scheduling, such as

daily new arrivals or product delivery reports.