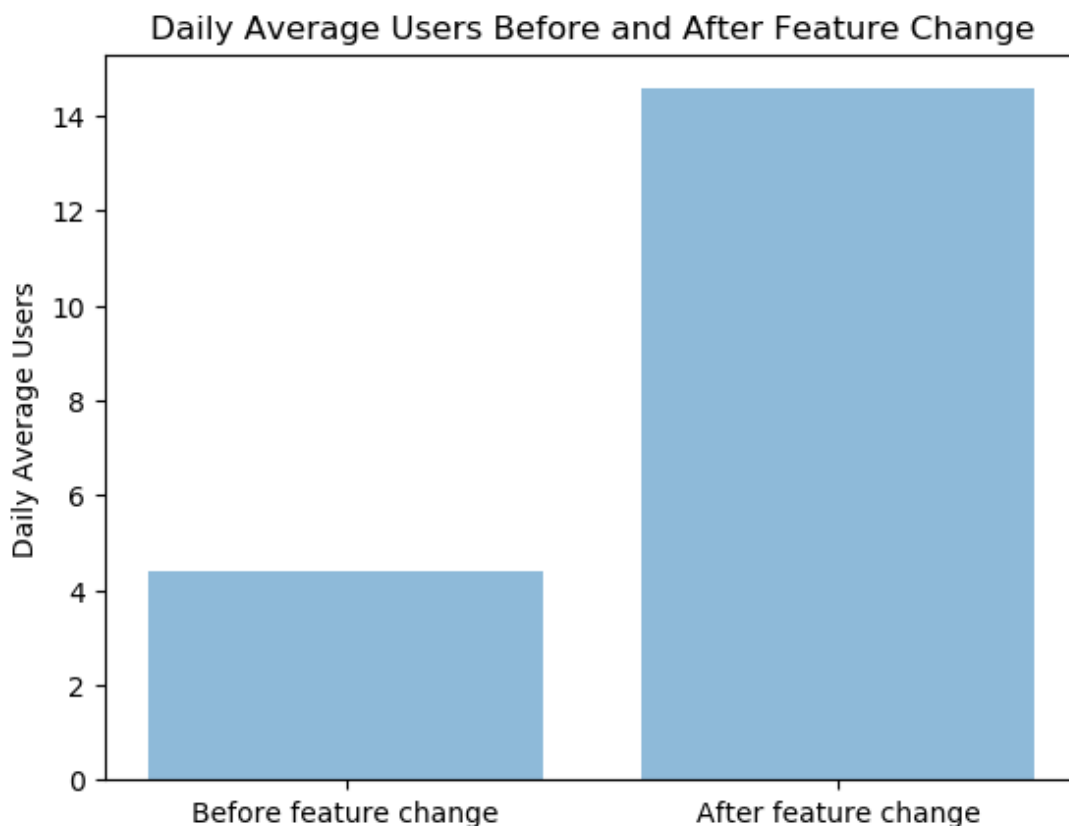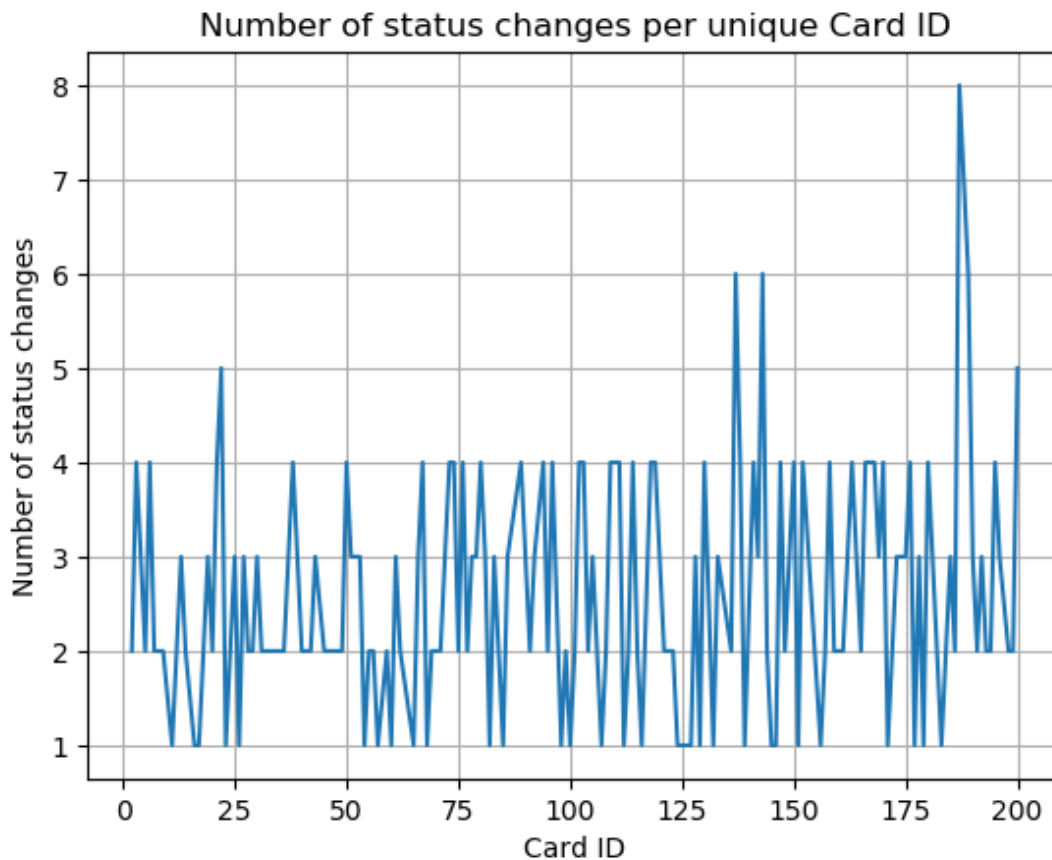# FEATURE IDEA - Smartphone app with push notifications

Hypothesis

If the process of updating the statuses of the cards was more streamlined, the core metrics of the application should dramatically increase. One possible way to do this is to implement the application into a smartphone application that shippers can download on their phones. This app may have notifications that remind the shipper to update the status of their job.

Expected Impact

Daily Average Users Before and After Feature Change

Number of status changes per unique Card ID

As a result of this feature being implemented, the application should see much more status updates per card over time. Additionally, the average number of users who log onto the app should also increase. Ultimately, the feature will help to increase the usage of the app. This makes sense because the target audience, the shippers, most likely own smartphones. With push notifications to serve as reminders, they are more likely to update the statuses of their jobs. Additionally, it is much more convenient to open a smartphone application rather than visit a website to update the cards.

What is the feature?

The method to increase the overall usage of the app is to create a smartphone app that implements the easy to use Kanban board. This app would also implement push notifications that remind the shipper about updating the status of their jobs. This would be an improvement over just having a web app because they cannot send push notifications to the user's device. Push notifications could be sent in two different ways:

1. Periodically - For example, if the shipper has not updated the application in 24 hours, a notification would remind them.
2. Dynamically - The shipper can set an estimated completion time for their job and a notification would remind them at that time to update their job. If the shipper has not completed the job, they may set a reminder for a later time.