



Real-Time Micro-Messaging Platform For Gen Y Millennials



Client Business Description

Nudge Buddies, based out of Sydney develops micro-messaging application for mobile platforms.

Challenge

- ◇ Improving Quality of messaging over established ones such as Whatsapp, Snap Chat by offering a very exclusive platform to the 'young' teenagers whose attention span is typically very short in duration and needs instant gratification.

Idea

- ◇ Create an exclusive teenager oriented app that entices the young demographics with a set of sticky features to drive mass adoption such as recurring annoy messaging, Self-destructive time bomb messaging, and pre-scheduled messaging.

Our Solution

Mobile Pundits team developed Nudge Buddies micro-messaging platform natively on iOS/Android using 3rd party tool called Quick Blox. Our solution included voice calling, text chatting, users customization etc.

- ◇ We developed Annoy messaging mode, Time-Bomb nudges and Pre-Scheduled nudges (message) feature. In Annoy mode, user can send repetitive text message till they are responded to by the receiver.
- ◇ Users could search users to create a friend list of fellow nudgers.
- ◇ We implemented single tap/double tap/long tap as UX for exchanging nudges from within the app. Users can long tap on any users to start the conversation. User can send text message, image and even stickers (emoji's) from Nudge Stream.

◇ User can create Group and add his/her friends. Customized settings for group we available like: Default Nudge Text, Default Nudge Reply Text, Default sound etc.

◇ Added Copy-paste feature for image from the nudgestream. User can copy image from one stream and can paste it on another Nudge Stream.

◇ Offered In-app purchase to get rid of advertisements and procuring ringtones for incoming message tones.

Technologies Used

- Swift 4.0 With Xcode 9.0
- Android Studio 3.1
- Java Version: 1.7
- Quick Blox Server
- AWS Beanst



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