

# MILESTONE III

Release Candidate

# INSQARE

[insquare.tk](https://insquare.tk)

Mentored by **XPeppers**

# OUR APPROACH

IDEA

BUILD

**LAUNCH**

LEARN



# MILESTONE III

Release Candidate

# NSO<sup>Q</sup>RE



IDEA

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LAUNCH

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# OUR GOAL

**People you  
don't know**

People  
you know

Elegant & Simple

Connecting people

Start Messaging right away

Discover new places

New Way to Communicate

A bridge between close friends & virtual

Persistent, Public, At your Fingertips

At most 150 relationships

~3 million people in Rome

# WHAT'S BEEN DONE

## Push Notification:

- Google Cloud Messaging Service
- Push on Recent Squares
- Push on Favorite Squares
- Real-time updates in the app

## iOS:

- Bottom bar navigation
- New chat UI

## Android UI/UX:

## • Our users provided extensive feedback!

Material Design compliant Hamburger Menu:

## • Push Notifications

Map  
Updated with peek-able bottom sheet

## • Recent Squares

## • iOS & Android UI/UX

List of recently used Squares

- User Profile

## • Backend Update & New Functionalities

Information about the user, its favorite squares and those that he created

Improved Chat UI:

## • Public APIs & Javadocs

- Bubble timestamp
- Favorite button

Various

- Threading for better performance
- Code refactoring for better performance and readability

## Backend:

- Square  
Owner, Description, Favorite, Activity (State), Number of Views, Number of Favorites, Location aware Timestamps, Last Activity, Recents.
- [YAML documentation](#)
- [Javadoc](#) (WIP!!)

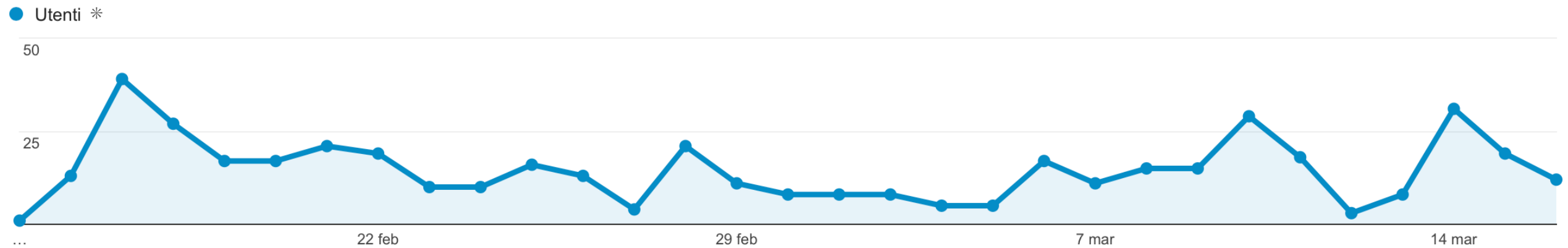
# WHAT'S NEXT

- Send **pictures**
- **Search** for Squares, Locations (partially done..!), Trends (!)
- **Dynamic** Map Pins
- UI Navigation Improvements
- **Facebook Event** Integration
- **Gamification** features

EXTRAS



# STATS



Utenti

261 ↑ ~480%



Visualizzazioni schermate

16.911 ↑ ~930%



Sessioni

726 ↑ ~860%



Schermate/sessione

23,29 ↑ ~6.98%



% nuove sessioni

35,95% ↓ ~40%



Durata sessione media

00:15:42 ↑ ~11%



\* Il numero di utenti unici che hanno avviato almeno una sessione entro un periodo di 30 giorni. Il periodo di 30 giorni include l'ultimo giorno dell'intervallo di date attivo.



# COMPETITORS

	Quokka	WhatsApp	FourSquare	TripAdvisor	MeetUp	InSquare
Location Based	✓	✗	✓	✓	✓	✓
Event Driven	✓	✗	✗	✗	✓	✓
Push Notifications	✓	✓	✓	✗	✓	✓
Instant Messaging	✓	✓	✗	✗	✗	✓
Create Anywhere	✗	✗	✗	✗	✓	✓

# B2B OPPORTUNITIES

- Ariccia
- Roman Event Company interest
- I Municipal Hall requested a **live presentation** and **demo** of our app
- Our APIs can be used for external services
- On-Demand customization of our platform (Private chats, event-driven, etc.)