



## REWARDS-BASED **INSTANT MESSAGING APPLICATION**

A gamified chat application that scales to millions of users incorporating a point-based reward system for user retention.





## PROJECT OVERVIEW

The instant messaging application enables users to send and receive messages (text and voice), photos, videos, and documents. The innovative app incorporates a reward system powered by an intelligent algorithm that awards points based on usage.

## CLIENT PROFILE

Our client is a UK-based technology startup that focuses on communication solutions.

## BUSINESS REQUIREMENT

The client wanted a chat application that rewards users based on engagement level. They wanted to drive user participation with a weekly prize draw. Unobtrusive in-app advertisements would ensure a sustainable business model.

- ★ Real-time messaging with user-friendly interface
- ★ Gamification elements for enhanced user engagement
- ★ Analytics to consolidate and evaluate usage parameters

## QBURST SOLUTION

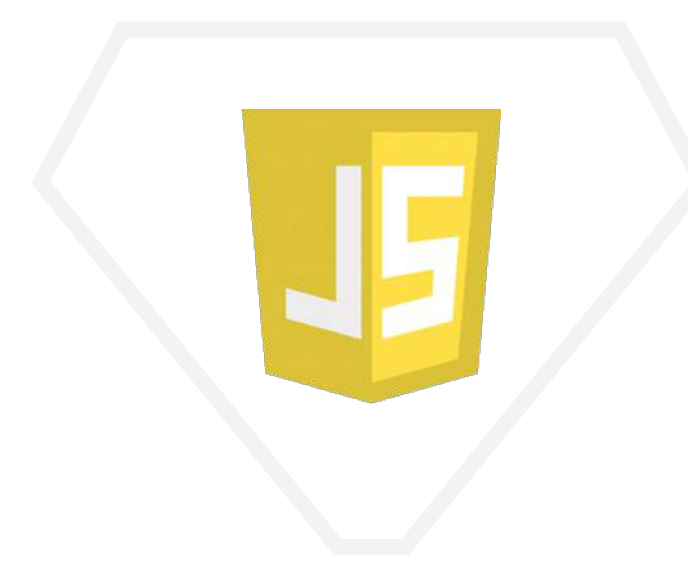
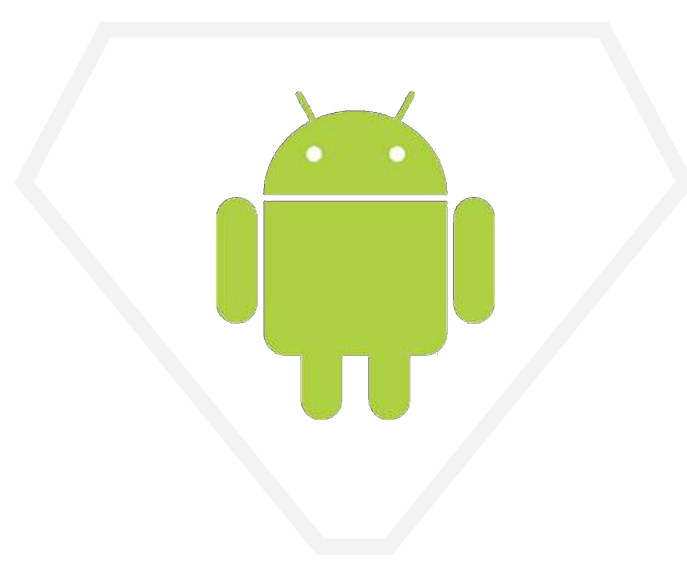
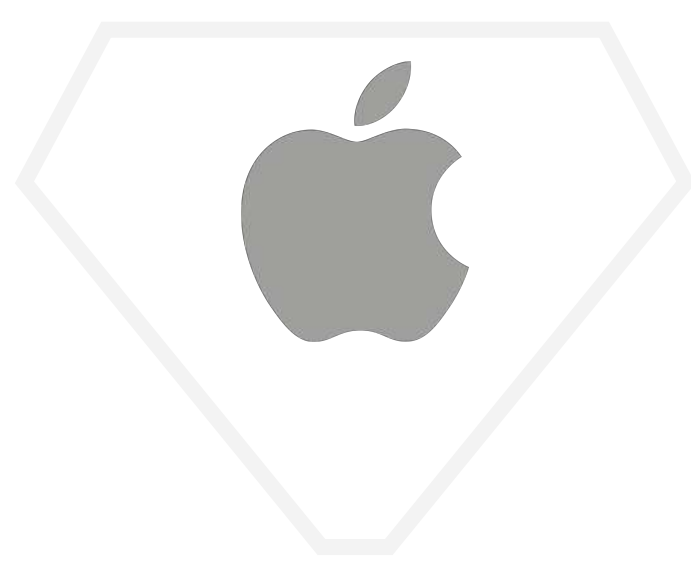
The highly scalable instant messaging application facilitates easy transfer of multimedia content among users. Continued use of the app helps users accumulate loyalty points and participate in a weekly draw. Powering the draw is a unique algorithm that measures usage based on patterns and rules to analyze user interaction. The app integrates a payment system for easy redemption of cash rewards.

The gamified app was designed and built in a record time of three months. The interface of the app is simple and user-friendly, enabling seamless user experience.

## KEY FEATURES

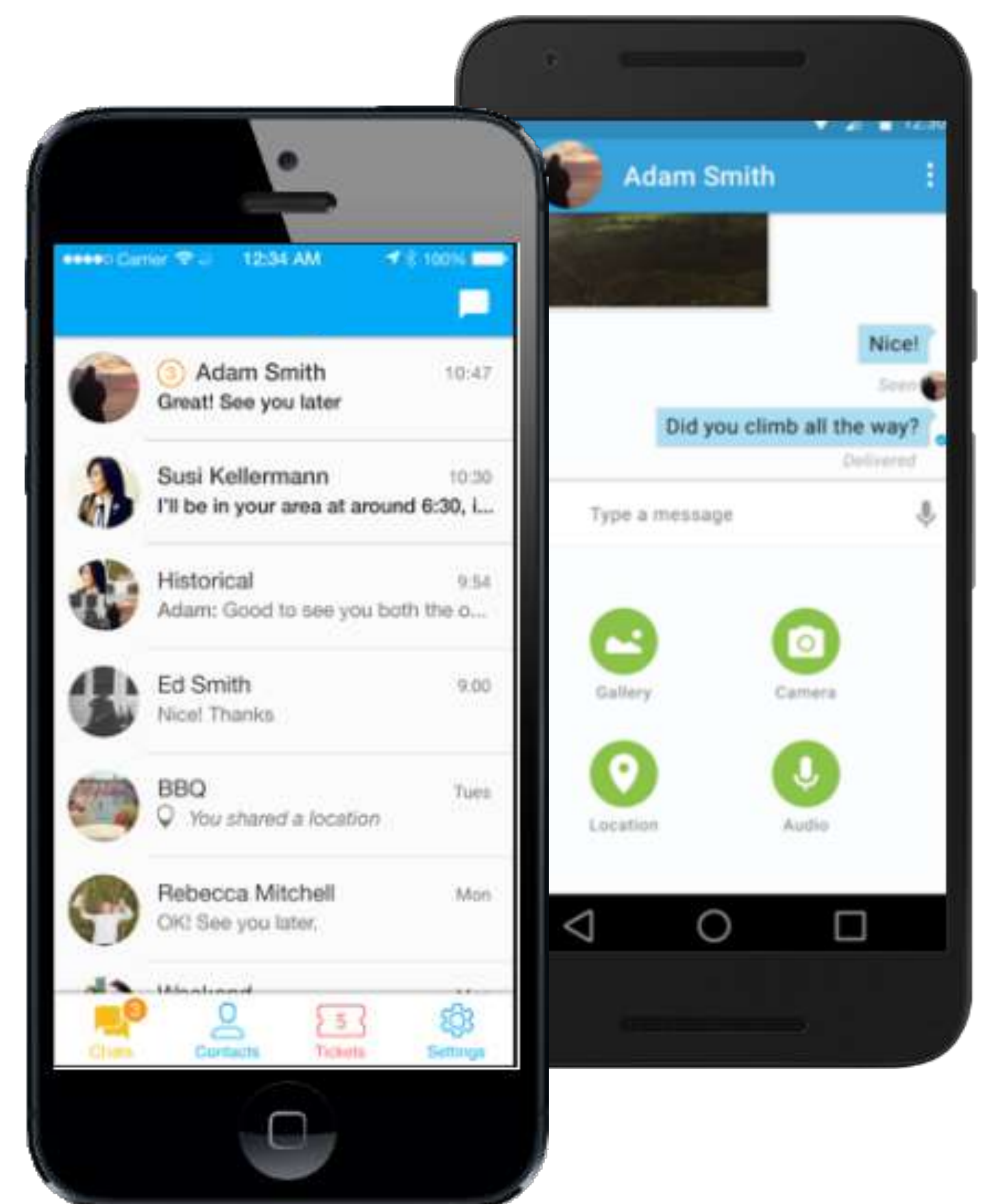
- ★ Point-based reward system
- ★ Media sharing
- ★ Push notification and auto refresh
- ★ Enhanced privacy settings
- ★ Emoticons and custom stickers
- ★ Location sharing
- ★ Auto sync of phone contacts
- ★ Unobtrusive in-app advertisements
- ★ In-app purchases
- ★ Regular updates with new features

# TECHNOLOGIES USED



## BUSINESS BENEFITS

- ★ Over a million downloads across app stores
- ★ In-app advertisements led to a five-fold increase in revenue six months into launch
- ★ Increased customer acceptance with point-based reward strategy
- ★ Minimal maintenance and upgradation costs







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