PROJECT STATEMENT

MOBILE APP PROPOSAL
UNIMESSENGER

CLIENT

Google Android

Google Android is a mobile operating system developed by Google, based on the Linux kernel and designed primarily for touchscreen mobile devices such as smartphones and tablets. Google Android currently have over 2 billion active users.

THE PROBLEM

Today, we have lots and lots of messenger to choose from and they are all spread out into different applications. Facebook messenger, SMS messenger, Skype, and twitter are a few examples. Let say you're having a chat on Skype with your friend while at the same time you're also texting your parents and messaging your coworker through Facebook messenger. Switching between the SMS messaging App, Facebook messenger App, and the Skype App is annoying and time consuming and additionally it a waste of storage. This is where Unimessenger come in. Unimessenger is a messaging App that sync up with all the other messenger Apps to one location so you can send, receive, and read your messages with ease without having to switch between Apps.

TARGET AUDIENCE

Tech savvy teenager
Busy businessman
Events planner

PROJECT CONCEPT

The core user value of this project is to help the user send messages from various messenger services all within one App instead of multiple messenger Apps.

SOLUTION

Develop and design a unique mobile messaging App that would unify all existing messenger service under one App.

COLLATERAL

Android base mobile application