



# 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





USA | UK | POLAND | UAE | INDIA | SINGAPORE | AUSTRALIA

14150 Newbrook Drive Suite 115 Chantilly, VA 20151

[www.qburst.com](http://www.qburst.com) | [info@qburst.com](mailto:info@qburst.com)

