

Case Study

Message Buddy

(Customized Keyboard)

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Application Overview

In today's world, where almost every person ranging from your child to your employee is an avid user of at least one kind of Instant Messaging app, at times, it becomes of utmost importance to monitor their activities, especially the words that they use to communicate so as to detect any suspicious/prohibited activity or maybe to simply monitor the usage of any particular keywords.

The Message Buddy App, developed using the PhoneGap technology, is a customized keyboard which aims to serve this very purpose of monitoring the keyboard activities of a person and recording the usage of the words that have been flagged.

Solution Developed & Technologies Used

After the process of requirement gathering and brainstorming with the client, SoftProdigy engaged a team of designers, developers, quality analysts and a project manager to start with the project development. The technology used was PhoneGap which uses CSS3 and HTML5 for building mobile apps.

Solution Overview

Statistical and Chronological Analysis: The app monitors the keyboard activities and provides a statistical view of the number of times the flagged word has been used by the person we are monitoring. Also, we can see the last time that word was used by him or her in order to get a better view.

User Friendly Interface: The app comes along with a very easy to use UI where the users can simply add their friends and get themselves added by others in order to monitor or to be monitored by others.

Customized Keyboard: The keyboard that forms the core of this app could easily be installed as an extension to the existing keyboards in the phone and could also be kept as a default option while working in any instant messaging app.

Technology Stack

Development Environment: XCode on Mac OS

Development Language: HTML5/CSS3/JavaScript and PhoneGap

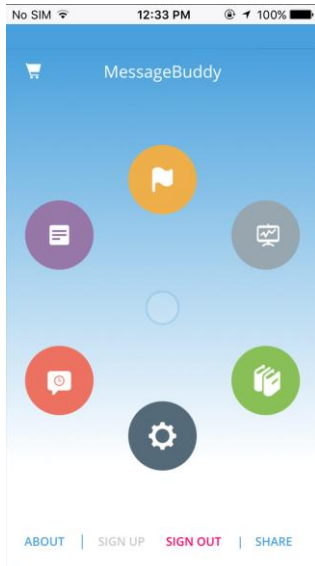
Local Database: SQLite

Back-end API: CodeIgniter Framework

Web Server: Apache

Remote Database: MySQL

System Overview



User registers on message buddy

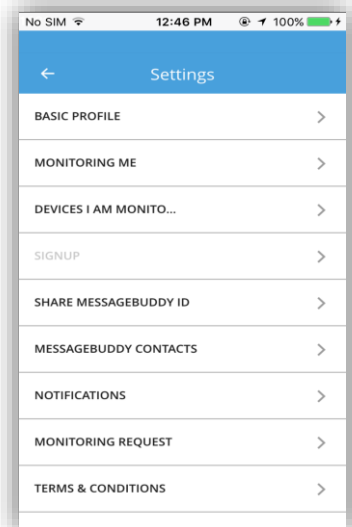
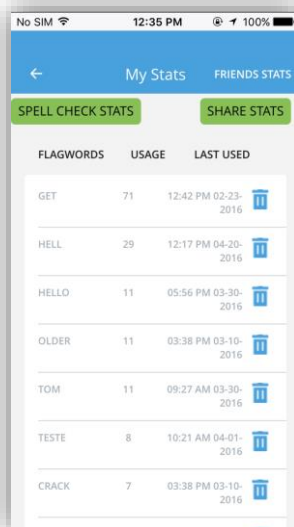
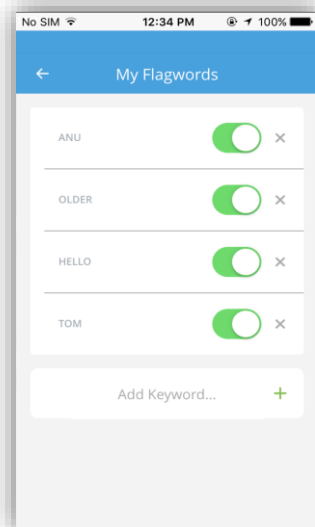


Sets up her flagged keywords



Monitors other devices and allows herself to be monitored

Screenshots



Benefits

After a detailed benefit analysis, the following benefits were recorded from the Message Buddy app based upon different user profiles:

Surveillance of Employees by the Employer: By instructing its employees to conduct their instant messaging on this app, the employee can keep a tab on what they are communicating about in terms of flagged words and can have a proper check on things.

Adequate Parenting: Monitoring your child's chats via this custom keyboard can help you ensure that the child isn't using any words that are not suitable for his age.

Lead generation: This app can also be used a very effective tool for lead generation by the market research companies. Asking a general audience to install this app can help the company collect some very insightful data regarding what's trending in the market.

About SoftProdigy

Founded in 2006, SoftProdigy is an award-winning organization with expertise in the areas of Web & Mobile Technologies and Consulting services. Over the last few years, the organization has made a reputation for building quality solutions for its clients that helped them get more out of their business. SoftProdigy's customers range from start-ups to Enterprises like: ING, Aviva, Vodafone and Bajaj. The company has worked with entrepreneurs as well as established corporate houses across the globe to put their ideas into inception and take it to the market. It employs over 150 technology and management professionals who work closely with each other. With a consistent growth track record that has surpassed the industry trends year on year since the company's inception, what sets it apart is the philosophy of pursuing, quoted as "measured success".

For further details contact us at sales@softprodigy.com.



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