Original Research Article

MESSAGING PLATFORM

Bhagvan Kommadi

Founder, Architectcorner, Srinagar Colony, Hyderabad

Abstract: Messaging Product is envisioned as a messaging platform for communication between consumers. It can be extended to B2C and B2B depending on the context. The messaging platform can be white labelled to be embedded in another product or standalone for specific brands or influencer promotions. The product can be used as a secured messaging platform for verticals which are concerned with customer privacy like Hospitals, Clinics, Health Insurance. Inter practice communication in those verticals can happen on the platform and integrated with Electronic Health Record system. The professionals in a vertical can use this platform for sharing information.

Keywords: Messaging, Collaboration, Poll, Groups

Introduction: Messaging Product is envisioned as a messaging platform for communication between consumers. It can be extended to B2C and B2B depending on the context. The messaging platform can be white labelled to be embedded in another product or standalone for specific brands or influencer promotions. The product can be used as a secured messaging platform for verticals which are concerned with customer privacy like Hospitals, Clinics, and Health Insurance. Inter practice communication in those verticals can happen on the platform and integrated with Electronic Health Record system. The professionals in a vertical can use this platform for sharing information.

Messaging

Collaboration

Products: The Product can be used to sell products like games, emotions, tones and coupons. It can be used in businesses for recruiting and conducting interviews. It can be a collaboration tool for daily updates of tasks in enterprise business teams.

Consumer

**Consumer Identity:** The consumer identity can be avatar, mobile phone number and QR code. The personalisation features will be platform settings, defaults, profile and favourites. The person's mood, attitude and preferences are part of the context of the messaging platform. The message channel can be voice, video, content, mobile and web. The messaging platform will have features for chatting, voice calling and video conferencing.

Message Context: The message context can be private & secure. It can be a conversation or sharing a topic. The context can be extended to a brand, offer, poll, events and interviews. A temporary discussion which is created dynamically with contacts (not stored) can be the context of the messages. The messages can be shared by a person to socialise with another person alone or in a group. The conversation can be hidden to a third party or current engaged business that the person is in.

Groups: Groups can be created on the platform. Groups can be students, parents related to a school. A social network can be a school, fan club, non profit groups, women safety and academia. The location based messages or subscribed topics can be configured in the platform. The location can be used for picking the contacts to send messages.
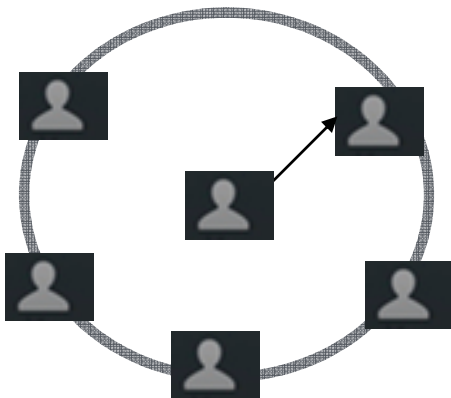
Circle of Influence: The sender and the receiver's distance is defined in a social network on the circle of influence. On the circle of influence from a sender, the distance can be the the radius of the circle drawn from the sender to the receiver. The person in the conversation can be distant from the other person on the circumference of the circle. The effectivity of the message sender or the conversation is measured by how far the network is spread and how many are in the network. Highest on the social network is termed as Influencer measured by the number of followers. The number of following in the social network is a measure of how much you are influenced by the others. The competition between the persons in the network is to start a live conversation to attract people in the network. The goal of a person is to become an influencer.

Topics: A Topic can be subscribed by the user on the messaging platform. Topics can be fashion trends, politics, elections, lifestyle, tourism, ecommerce portals, fan clubs, fitness, movies, entertainment & event calendars, spiritual and religion. Music news & releases, sports commentary, celebrity gossips can be topics started by the specific publishing businesses.

Cost & Profit: The social distance is on the circle of influence from the best influencer in your network. The cost of sending messages is the content creation and the profit is the branding of the product in the network.

Tools will be provided in the messaging platform for content creation. Add ons can be provided free or based on cost for content creation in the platform. The engagement of the persons in a topic or a conversation is the measure of the effectivity of the content topic.

The cost of a topic and topic content will be the content creation cost for the publishing business. The profit is measured by the brand building and the social network engaged in the topic. The engagement is measured by the

number of people in the topic network and the number of influencers listening to the topic.

Consumer Behaviour: Consumer expects data usage need to be optimal when the person is messaging for a topic or a conversation. Privacy will be a major concern. The person will be

Mobile Messaging Apps Particularly Popular Among Young Adults
Among smartphone owners, the % who use messaging apps and apps that automatically delete sent messages

	Messaging apps	Auto-delete apps
Total	36%	17%
Men	37	17
Women	36	18
White, Non-Hispanic	34	18
Black, Non-Hispanic	N/A*	N/A*
Hispanic	N/A*	N/A*
18-29	49	41
30-49	37	11
50+	24	4
High school grad or less	30	19
Some college	34	20
College+	45	13
Less than $50,000/yr	37	18
$50,000+	36	17
Urban	42	22
Suburban	37	15
Rural (n=99 smartphone owners)	22	13

Source: Pew Research Center, March 17-April 12, 2015.

* Because some questions were given to half the respondents, there are not enough cases to allow sufficient statistical analysis for these groups.

PEW RESEARCH CENTER

concerned for battery of the device. The archival process of the messages need to factor in privacy. The person sending messages is measured by the frequency of messaging. The person's influence in the social network is determined by the probability of the message being read by the receiver. The probability of the topic being conversed upon is measured by the number of messages subscribed in that topic by the person and frequency of his/her sending messages. Shake of the device can be interpreted by the intensity of the shake. The intensity can decide the alerts for police, security or known family contacts nearby.

Consumer now days wants to move out of social media platforms into the messaging platform. The person is also interested in posting moments to be shared through social
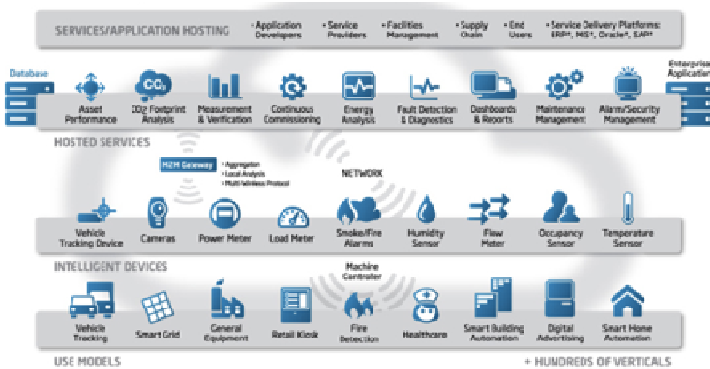
media platforms. Social media platform can be a channel for the messaging platform.

Smart Home and Smart Cities
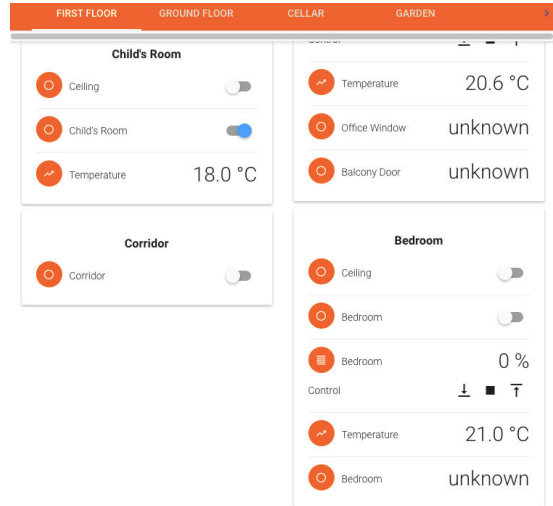
The messaging platforms are evolving from conversational tools to Smart Living and Lifestyle Remote control devices. The platforms are enhanced to control a hotel room for lighting, temperature and security.
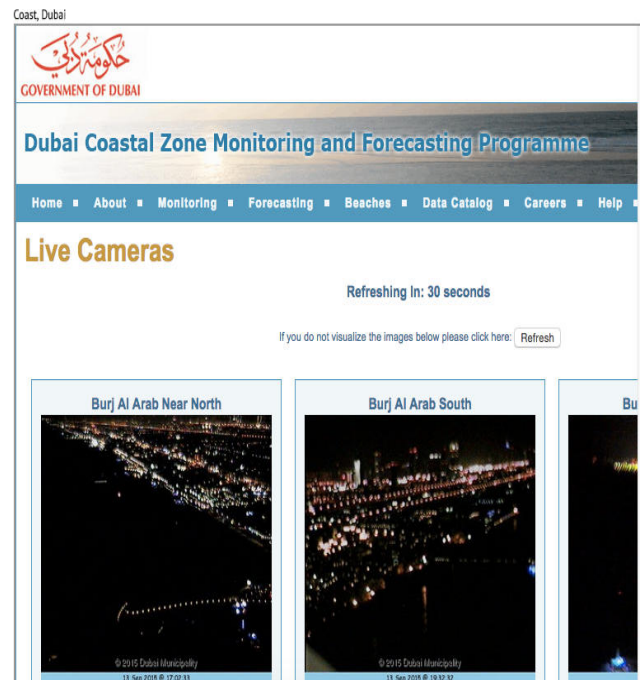
Smart cities have features on these platforms for weather check, traffic, coastal monitoring, building maps, and augmented reality apps for airports, seaports, railway stations and bus stations.

Materials and Methods: Techniques used to research this initiative are prototyping, user feedback and borrowing best practices from early adopters. Research was conducted to get the state of enterprise messaging through Gartner, Forrester and IDC research groups.

Results and Discussion: The research and prototyping helped to see various areas and opportunities for enterprise messaging.

References

Gartner research: https://www.gartner.com/doc/3088617/market-guide-enterprise-mobile-messaging

IDC Research : https://www.idc.com/research/viewtoc.jsp?containerId=254790

Forrester Research: https://www.forrester.com/report/Keep+Your+B2B+Messaging+Focused+On+Customers/-/E-RES128842