

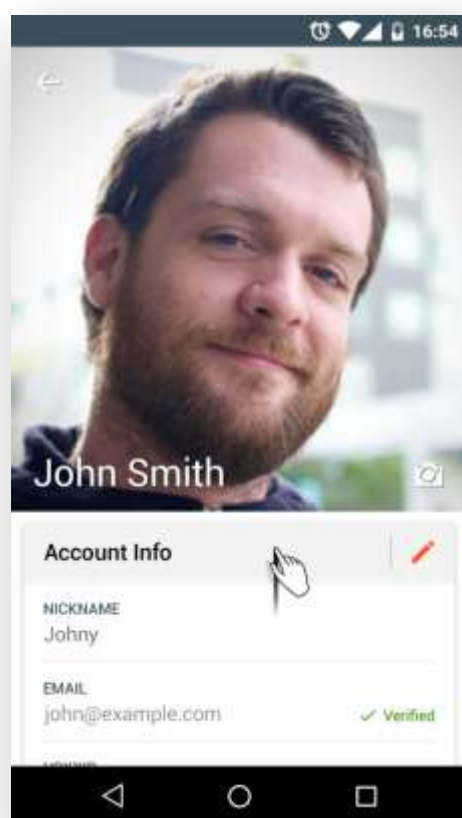
# Case Study – YouVOXX



**BizSolutions**  
Providing Innovative Solutions 



# YouVOXX



## Overview

YouVOXX – a breakthrough voicemail & a new-age messaging app. It is replete with latest and unparalleled features like message melts & recalls, military-grade security, Facebook Messenger (FBM) integration, and social voicemail with voice attachments & transcripts.. to name a few. YouVOXX comes with a voice-centric messaging feature which implies that the app is more focused on users sending audio / voice content rather than relying on the age-old text-based chats. The name YouVOXX is derived from the word 'vox' which means voice in Latin and 'x' was added for an extra cool name effect. The major market is targeted for US based consumers with Android smartphones who wish to have a better voicemail experience.

Mission: Change the Way People Communicate

Reality: Crossing the boundaries of the typical benchmarked messaging apps in the market.

## The Problem

Always used different types of free messengers, but still trying to find something cool! Anything sent to a person cannot be disappeared from his screen even if forwarded by mistake. Also, the loss of trust in the messaging Voicemails has diminished due to lack of voice quality provided in their reception.

## Challenge

- The app has multiple features and the complexity of implementation has been hidden from the user.
- One of the major challenges was to intimate the person calling to send a voicemail in case of unavailability of user. This was possible using a 3<sup>rd</sup> party Telecom partner, SAMCOM.
- Creating various customized voicemail greetings which can be set independently for users or a group of people.
- We have customized the audio recorder such that it is much more convenient to use.
- Users can see voicemail audio and transcript in their chat threads.
- 3<sup>rd</sup> party layer integration to accomplish the task of real-time messaging.
- Ephemeral messages – Messages can be set to disappear a few seconds/minutes after they have been seen or heard for more privacy.
- Push Notifications: To make the app successful and competitive, we needed to notify users whenever they missed a call and a voicemail was left for them.
- 3<sup>rd</sup> party SMS integration using “Twilio” to verify the genuineness of each user signing up.
- Customized Avatars have been made available to the users to distinguish the app in terms of aesthetics.
- 'FBM Integration' feature using which a user can have his/her voicemails auto-forwarded to his/her FBM account.
- Real time testing achieved using Swagger APS for voicemails.
- Auto forwarding voicemails through which a user can set any friend to whom all voicemails need to be forwarded.



# YouVOXX

## The Solution

Biz4Solutions has developed an Android app which has changed the way people communicate. The app has been specially developed to encourage voicemail communications through the app. Whenever a user is not available to receive a phone call, the caller can leave a voicemail using YouVOXX and the user will be notified for every voicemail received. The app comes with a feature that allows the user to listen / view the voicemail audio & transcript in a messaging thread.

Along with voicemails, the app also allows for users to communicate via a chat messenger. Users can chat one-on-one or can create groups and participate in group chats in real time. Users can send messages, images, and shoot & upload videos. Users have an option to send messages for a limited time duration and also recall any of the messages if necessary. Messages can be flagged and could be easily traced later. The app also allows auto-detection of connected devices like Bluetooth, headset, etc. and allows for toggling between the same.

Different categorization of contacts has been done for Friends, Favorites, Pending Invite, Ready to Invite, etc. for ease of use and maintenance. One of the most important feature that has been included is the availability of varied pre-packaged products, each with a customized voicemail feature from which the user can choose as per his/her convenience. The app supports both automated and manual voicemail activations. In the automatic voicemail activation process, the device details are captured automatically and if the device and SIM/service provider are compatible, the voicemail activation codes will be dialed automatically. In the manual process of activation, the user will need to dial the activation code(s) manually.

There are other features where a user can set a customized avatar as his/her profile photo, invite friends via social media such as Facebook, SMS, emails, etc., set customized greetings using the audio recorder, manage his/her privacy, data usage (wifi/mobile data) and message settings.

## Benefits

- Voicemail helps to notify the user of any missed phone calls and whenever any important message is left for them.
- Voicemail transcription has been provided to actually allow the user to 'read' his/her voicemails.
- Customized voicemail greetings.
- Save/link your voicemail messages in FB Messenger.
- Ability to send messages with a time limit & recall messages whenever necessary.
- Reply to non-YouVOXX users through other apps in the phone.
- Allow users to retain their messages forever by purchasing MAXXCache.
- Users can set auto-reload & auto-renew when running low on voicemail credits.
- Bluetooth integration to connect wireless headsets.

## Technologies

- Backend: Spring, Hibernate
- Frontend: Android SDK, Retrofit REST Client, Google Play Services, GreenDAO Android ORM
- Real-time Messaging: Layer
- Payment Gateway: Stripe
- App Emailing: Mandrill
- Backend/Frontend Communication: Web Sockets
- Images & Profile Pictures: Picasso for Images

