

# GRAYCELL TECHNOLOGIES

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## ROO Kids-Online Chat App

### Background

The Clients wanted to develop a Live Chat Android /IOS based application with features like Live chat/ sketch tools/Images/Animated Emoticon/videos. Users should be able to add friends/update profile/ Block/Report abuse etc. The client also wanted comprehensive parental controls to ensure child safety like parents should have the ability to register/approve or block their kids friends request, can have permission access rule for camera and time slots for using the application.

### Solution

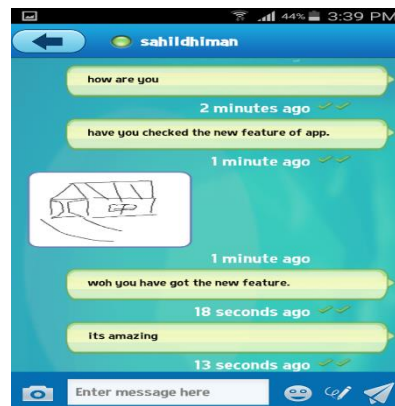
Based on the client's business model, GCT team developed a number of prototypes for the app taking in context the target market for kids and their interests.

The developed application is a fun messaging app for kids with minimum yet critical parental controls. The Kids can enjoy chatting with their friend's, can send text messages, voice messages, links and images to any other user. The application has also been provided with features like draw sketches /update profile with current status/solve puzzles/questionnaire and ask for answers.

On 'Roo Kids', the parents own the Contact List of the kids and can approve/reject the friend request and can setup curfew hours during which live messaging will not work.

The very interesting feature of the application is that the app does not directly access camera. Parents can restrict access to iPad's camera and there is no risk of accidental photo sharing.

On the **technical front**, the application utilizes Objective C/CoreJava/XCode/Eclipse/SQLite Server/Core Database with JSON/XMPP/Gungroo as a third party service. The application can be experienced at:





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## Results

1. The Application has garnered a committed and dedicated user base with a large number of downloads.
2. The artwork and User Interface has been designed to appeal to kids. With increasing usage, the kids can then be moved away from less secure alternatives.
3. It has one of the highest satisfaction rates among parents.90% of customers consider ROO Kids Application helpful and useful to their kids in terms of general knowledge and Communication skills.
4. Kids/Parents do not need to be tech savvy in order to use the features of the application. They all enjoy using it.