



# WHO AM I TODAY?

Mobile application for self-expression

## AN INTERESTING FACT

*The Leading Group — is an Inobright team which creates projects within the company using their own resources and ideas. We consider projects that will make our world better.*

## PROJECT'S FEATURE

*This was the first time for the team to work not by agile but in comfortable family-like environment, that comprised like-minded people.*

*The most popular characters of "Who am I today?" app are:*

- *Sleepy cat*
- *Indestructible dog*
- *Elusive rhino*

## PROJECT TEAM

*4 Designers  
PHP-developer  
Android-developer  
QA-engineer  
PR-manager  
Project manager*

## CHALLENGE

### IDEA

Social networks are an integral part of modern individual's life: they help us to share our news and emotions with relatives. Why not to do it in a new unique way? We, within the Leading Group of our company, thought about the tool for self-expression.

### TASK

To develop an mobile app which allows users to post a sticker-status in one touch to all popular Social Networks and messengers.

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## DECISION

### SOLUTION

We drew 5 thematic collections consisting 80 insane, creative and extraordinary stickers with the images of animals for one-size-fits-all solution. Easy-to-use search on images for any kind of mood. One touch posting to all popular Social Networks and messengers: Facebook, Twitter, Instagram, Skype, WhatsApp.

### RESULT

During the first week after publishing sticker collection to the one popular messenger the number of downloads had reached: 3000. We continue working on this project. We plan drawing new collections of stickers and continue localization growth.