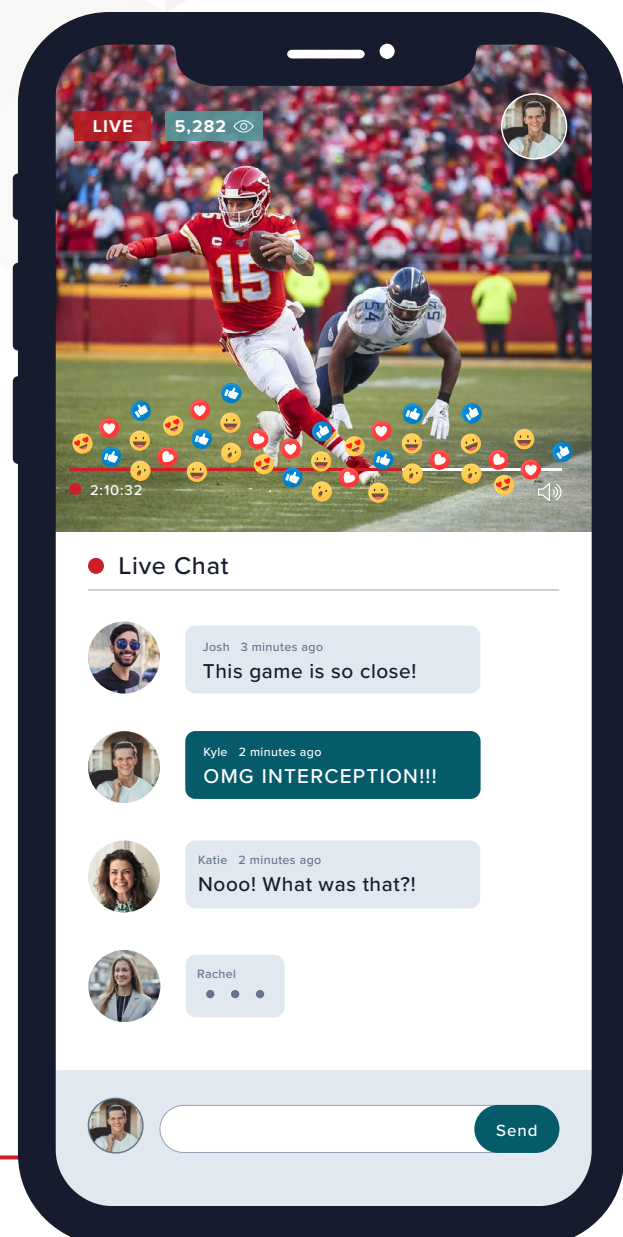PubNub

THE IN-APP CHAT DEVELOPMENT ROAD MAP

Whether building in-app chat yourself, or selecting a chat provider, it's important to see that chat isn't just chat.

This road map will help you identify what you need now, and in the future, in order to scope your own build, or find a service that offers the qualities, support, and features to build stellar in-app chat.

LIVE 5,282

● Live Chat

Josh 3 minutes ago
This game is so close!

Kyle 3 minutes ago
OMG INTERCEPTION!!!

Katie 3 minutes ago
Nooo! What was that?!

Rachel
● ● ●

Send

STAGE ONE

BUILD AND BENCHMARK

The table-stakes features to get a modern chat experience off the ground. Without these, your in-app chat just won't work.

User Experience

✓ **USER INTERFACE**
Present a visually appealing, useful, and accessible UI.

✓ **USABILITY FEATURES**
Give users real-time feedback, and enable smooth UX.

✓ **RESPONSIVENESS**
Smooth app performance, with no lag or delays.

✓ **MODERATION**
Keep spam, abuse, and trolls out of your in-app chat.

Technical Implementation

✓ **STATE MANAGEMENT**
Keep local and remote instances in lock-step.

✓ **REAL-TIME MESSAGING**
Send, receive, and retrieve messages instantly.

✓ **SECURITY**
Encrypt messages and control access to channels.

✓ **REGULATORY COMPLIANCE**
Handle sensitive data and protect privacy with ease.

STAGE TWO

GROW AND MATURE

Let your in-app chat handle large user volumes and engage growing audiences.

✓ **AVAILABILITY**
Make sure your service is always available to users, no matter where they are.

✓ **FLEXIBILITY**
Build the way you want, and integrate into the tools and processes your team already likes to use.

✓ **RELIABILITY AT SCALE**
Handle growing user traffic, and unexpected spikes in volume, without dropping service or speed.

✓ **EXTENSIBILITY**
Do more with your chat. Easily automate features like translation, profanity filtering, and business logic.

STAGE THREE

OPTIMIZE AND "WIN"

Crucial elements of best-in-class in-app chat, allowing it to scale with your service indefinitely.

✓ **UNLIMITED SCALE**
Uncapped support for concurrent users, channels, and conversations.

✓ **DEDICATED SUPPORT AGENTS**
White-glove architectural advice, and 24/7, worldwide support for emergencies.

✓ **SLAS**
Dependable, worry-free reliability for any situation, at any time.

BEYOND CHAT

Chat is just one part of your experience. Use your real-time infrastructure to build things like:

✓ **GEOLOCATION**
Add location-aware functionality that interacts seamlessly with in-app chat.

✓ **REAL-TIME ANALYTICS**
See detailed usage stats in real-time, gaining insights into how, and when, users interact with features.

✓ **NOTIFICATIONS**
Keep users up to date with what's happening, whether or not they're actively using your app.

✓ **AND MORE...**
Any idea you have to tie chat into your ecosystem, or do great things with your chat.

MAKE IT EASY

To get up and running while future-proofing your road map, try PubNub Chat. We make it easy to build in-app chat, with all the features users expect, while leaving you in full control. And, because it's built on our real-time communication platform, your chat will have unlimited scale and robust reliability from day one.

Sign up for a free trial of PubNub that includes up to 1M messages per month and no concurrency limits.

PubNub