**Question-and-Answer platform: Get in Touch with Your Favorite Youtubers**

We needed to develop a social mobile application for direct correspondence between YouTube bloggers and their audience for a small donation. Direct correspondence implies an option for users to ask direct questions to registered in the app bloggers and receive a direct response. Bloggers can attract the audience to the app by placing a link to their app profiles on their YouTube channels.

**PROJECT OBJECTIVES:**

- **Fast MVP launching:** The first version should be done as quickly as possible with minimum effort, but without losing quality.

- **Interaction simplicity:** question/answer mechanism should be simple and intuitive.

- **Bright design:** Uncluttered and clean interface. The color palette should not distract users from focusing on the content.
- **Hassle-free payments**: It should be easy for users to deposit money into an account and withdraw it.

- **Cross-platform**: UI style should fit well both on iOS and Android platforms.

- **Brand awareness**: We needed to create brand identity, stylish logotype, and app icon.

- **Flexibility**: Visual changes in the app should be easy to make.

## OUR SOLUTION

We developed a cross-platform mobile application based on **React Native framework** for direct correspondence between YouTube bloggers and their audience for a small donation.

We used a **React Native** framework to keep the development team small and develop a cross-platform application rather than building native apps for all platforms. Thus we significantly reduced the project budget and gave it the necessary flexibility to easily alter the app style, since changes occur simultaneously on all types of devices.

At the heart of the app is a **question/answer game mechanic**. We decided to abandon a standard display of questions as a list and bring more engagement to the app. So we developed an interface with cards, where every card contains a question from the user and the price of the question. YouTube bloggers can interact with cards by swiping them left and right instead of scrolling a list of questions.

This mechanic has helped to diversify the interface and turn a routine question review process into a journey.

First, we focused on **the development of interactive wireframes**. We examined how users move through an app from screen to screen and tried to make the navigation experience as smooth and seamless as possible.
After prototyping, we **shifted the focus to branding and UI design**. The design platform Adobe XD was our choice for that stage. The design is based on a calm color palette that focuses users on interactive elements of the app. We analyzed iOS and Android style guidelines and made a unified UI style for both these platforms. Only a small number of UI elements differ and should be updated separately. The app UI is also adjusted to tablets and desktops. We also drew a recognizable app icon so the app can stand out from dozens of other apps.

**CUSTOMER’S BENEFITS**

The result is a **minimalistic but not faceless user interface** with a lot of micro-interactions (for user engagement) in the right places. The client can easily update the app style with no need to update the iOS and Android stylesheet separately. The choice of React Native framework and thought-out interactive prototype saved a lot of development time and project budget, which is very valuable for startups.