

# press release

## **Reply is a design study on the user experience of instant messaging.**

Instant messaging has become an integral part of everyday life. Digital communication takes place continuously and almost in real time. This not only changes the way we communicate with each other, but also presents instant messengers - and their features - with new challenges that require solutions.

**The challenges we have focused on are:**

### **Voice messages**

The interaction possibilities with voice messages should be adapted to the growing scope of these, made searchable as part of the conversation and individually adapted to the preferences of the users in their output medium.

### **Search**

Searching and finding information through text input should be intuitive. Instant messengers should help to structure messages and content. By suggesting categories, content can be easily narrowed down during the search.

### **Group chats**

Group chats face different challenges than private chats. Here, a particularly large number of messages arriving from different participants in a short period of time have to be structured. Instant messengers should also enable private conversations in a group without ripping users out of the chat.

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*Reply is the final project of Maimi von Mirbach and Nikolaos Papathanassopoulos and was created in 2019 at the Hochschule für Technik und Wirtschaft Berlin in the bachelor's programme communication design.*