

## **Behind the scenes of the Anonym network. How the application was developed.**

Anonymity is a new trend in the world of social networks. However, many applications and messengers claiming full autonomy are failing.

«Anonym» is a social network released in 2016 and already has more than 600 thousand users. What is the reason for this success? In addition to the convenient concept of the app itself, the openness of the developer played no small role. He studied all the suggestions and desires of users and tried to satisfy their interest maximally. What to say about the absence of ads, the usual registration and moderation?

About the development of the «Anonym» network and its features told the developer of the application — Jonathan L.

### **1. Why did you decide to develop applications?**

The history begins in 2011. I was looking for interesting literature in a bookstore, and I found Chad Mureta's «Creating mobile apps». It hooked me so hard that I charted myself a new vector in further development. At that time, people have just started to use the mobile apps. Today the industry continues to grow and develop. It seems to me, that it's a promising direction. In addition, I've always wanted to do creativity, and the IT-sphere allows you to realize even the most crazy ideas. Literally all the things that are born in your head, today can be implemented in the sphere of media technology: for example, to create a useful service for people on absolutely any topic, in any way. It greatly motivates and develops. In programming I was a complete «zero». Thus additionally stimulated me to understand this new case, to study it as much as possible. I considered that stage of my life as another adventure, an opportunity to get new knowledge that is not excessive. Why not try, if there is a determination to go to the end?

### **2. Tell us, why did you decide to start creating an anonymous social network?**

We decided to make a non-commercial project. In the Anonym, there are more fundamental principles, ideas and meanings, than in usual social networks, that behave as commercial showcases. Human in them stops being a person and becomes a product. He tries to present himself positively and sell himself. The examples are not far to seek. There's a well-known Instagram, where perfectly staged, artificial lives are shown. The same thing happens on Facebook. There everyone tries to present themselves favorably, adding only «right» people, that could be useful in the commercial sense, to their friends. There is an opinion that Facebook users must necessarily sit at the computer wearing jackets and ties. In social networks, there are lots of moral substitutions. Mutual relations between people become closed, people themselves become closed. Relations are tied insincere, people are afraid to express themselves, are afraid to be laughed at by society. In fact, we are very dependent on the opinion of the majority, we are afraid to be rejected by people. In social networks it is now difficult to express yourself and nobody has a desire to stand out. That's why we've come with the idea of

a space, where people could communicate with each other without prejudice on topics, that are really important to them. And so we took the responsibility of developing such space, where you can be yourself and speak extremely free. We hope that this will, at least a bit, improve our surrounding and the whole world.

**3. Did you work in team or alone to create the project? What difficulties did you face?**

The first version of the app I launched myself. Only after three months I started recruiting a team. It was very hard to keep the project in secret at the initial stage. Otherwise, there were no difficulties as such, our skills corresponded with the tasks.

**4. Are there any ideas that have not yet been realized?**

Of course, there is a lot of ideas. On the stage of development of our app, many ideas rise up, we develop them, implement our imagination and practical skills. Something we leave, something – finalize, and something – remove. It's an infinite and internal process of project development.

**5. In a short period of time, more than 600 thousand users registered in the Anonym network. What is the reason of such success?**

To be honest, it's hard to point at concrete reasons, because the app is non-commercial, so there are no ads. Most likely, people find the Anonym app using search engines and markets' recommendations. Not the least role plays so-called «Word of mouth».

**6. What key difference between Anonym and the other internet platforms can you highlight?**

A warm, friendly chatting between users and no flood. Anonym is quite an atmospheric and cozy community. And not the last place takes freedom of self-expression, freedom of speech. There is no need to be afraid of falling flat on your face, because, in fact, there is no face.

**7. Do you follow the development of other private networks and messengers? What are the most interesting projects that could be noted?**

We don't monitor any third-party services. Elementary, there is not enough time for that, as we work hard on our own project. Sure, at the moment, there are many interesting apps, that have been released. We even use some of them: for example, Telegram, Tor, and other services.

**8. Users often ask you to add some new features or to change the existing ones. How do you choose, what to listen to, and what to not?**

Our team considers every proposal personally. On the Google Play market we have about 12000 reviews, and we try hard to answer each of them. We always have a personal dialogue with those, who propose changing or adding something. There are focus groups, we listen to every participant personally and try to develop their ideas constructively. In fact, our reaction to the feedback is pretty positive. After all, the Anonym network was created exceptionally in the interests of users. And we are grateful to them, because they help us to make the project better and better.

**9. What can you say about the safety of the app? All in all, in the anonymous community can gather people, united not by good goals.**

In this case, we have a range of concrete rules in the network. There are some standards of behavior. For this we are creating a closed registration system, to filter users with bad intentions. Also, there is a system of «banned words», that are identified by the network. If somebody mentions words, such as «terrorism», «bomb», «drugs», and so on, the content will get to the specific zone. But we don't know exactly, who publishes that kind of information, because the app doesn't collect any credentials.

**10. Everyone knows, that one of the problems of mobile apps is an extremely high level of piracy. How many people use «cracked» version of the Anonym application?**

We haven't faced this problem yet, and if we ever will, then we already have certain tools to combat the piracy. As for the «cracked» version of the app, it doesn't make any danger to us, even if it exists now.

**11. Do you plan to work only on the Anonym project or you have any other ideas?**

Anonym is quite a wide platform for development. We are planning to create some new apps on the base of the Anonym's ecosystem. There is a huge potential for creative advancements. But, I think, it's too early to speak about it. A lot of work is yet to complete.

**12. What advice would you give to the beginners in the sphere of application development?**

The main thing is to proceed from the idea and intention to the action. It's so easy. Just do it!