



Sanook! Noknok

Micro - Blogging for Thai community

www.sanook.com



### S! Noknok: Update in anywhere and anytime



- Microblogging service
- Send and read other users' updates
- Text-based posts of up to 140 characters in length.

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### Product Concept

Register → Express Yourself → Follow



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### S! Noknok Devices Update

WEB Mobile Client



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### List Main Function

List Main Function	WEB	WAP	Other (T)
1. Following / Follower	X	X	X
2. Direct message	X	X	X
3. Block Friends	X	-	X
4. Send Nudge	X	-	X
5. Favorite messages	X	X	X
6. Search: by Name, Email and Location	X	X	X
7. Device setting	X	X	X
8. Switch devices update	X	X	X
9. Account Setting	X	-	X
9.1 Edit Profile	X	-	X
9.2 change password	X	-	X
9.3 Devices Setting	X	X	X
9.4 Notification	X	-	X
9.5 Change picture	X	-	X
9.6 Manage Theme	X	-	X
10. Noknok tiny text and URL	X	X	X
11. Auto Friends checking	X	-	-
12. Add Feeds ( Twitter & Youtube)	X	-	-
13. Top 100 Rank: Most updater, Most Follower and Following	X	-	-
14. Open API (JSON and Rest Format)	X	-	-

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### Top 100 ranked by

1. Most Updater
2. Most Follower
3. Most Following

In term of Statistics top 100 of each type we will show statistics of each user have Also this stat is daily update

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**S!** On Mobile Device



List Functions	S! Noknok	Other
1. Register new member	x	x
2. Activate Mobile device	x	-
3. Follow / Un- Follow	x	x
4. Show Follower /Following Stat	x	follower
4. Reply message	x	x
5. Send direct message	x	-
6. Save favorite message	x	-
7. Public Timeline	x	x
8. Switch device update	x	-



What's Next ?



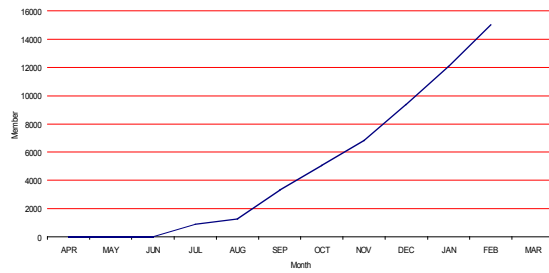
**Noknok Client ( Adobe air)**

Noknok Client is alternative way to let user broadcast message

User must be install application on PC



**S! Noknok Member Growth**



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