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8/15/2012

Web 160

Final Packet

Survival apps | A semi-fictional Android development company

User Profiles

Name:

Rose

Age:

24

Occupation:

Rose is a Vocational specialist at a medium sized mental health facility.

Family:

She is an only child and lives in a house with 5 other roommates

Household Income:

   She makes about $2000 a month

Personal Profile:

   Rose has worked several jobs - including a grocery checker and wildlife preservation specialist. She recently graduated from the University of Washington and has worked as a vocational specialist for 6 months. She helps those with mental illness to find competitive employment. Her job entails helping clients to write Résumés and cover letters, as well as practicing their interview skills. When she is not working with clients she spends time out in the field, looking to make contacts with possible employers.

Internet and computer usage:

   She has used computers almost her entire life. She is strictly a Windows user and is frustrated by apple products. She also owns an Android smart phone. She spends 20+ a week on the internet - most of which is spent on her smart phone.

User Goal:

   She previously downloaded an app via the android market and wants to find an app that can help her keep track of job listings and applications she has turned in for clients.

Wants and needs:

She needs a categorized app listing section so that she can find one to suit her work needs. She also needs detailed category and app descriptions so that she can determine if the app will be useful to her

Name:

Wayne

Age:

56

Occupation:

Wayne has been a Freelance artist over 30 years and currently designs branding and visual media for various clients.

Family:

He has a son in his 30's but lives alone.

Household Income:

Since he is a freelance artist his income can be anywhere from $25,000 to $75,000 per year.

Personal Profile:

Wayne has spent most of his life working in the traditional print industry. He recently went back to school to update his computer skills. Before retraining he designed the visual aspects of ad campaigns for companies of various sizes. He now does consulting for small businesses who wish to set up social media campaigns for their businesses.

Internet and computer usage:

Wayne has used computers for over 20 years but has only 6 years experience with modern PC Computers. He uses the internet about 10 hours a week. Most of this time is spent researching new visual design and Social media trends. He has a smart phone but is just now learning how to use apps.

User Goal:

He has read on a blog that our company has an app that can help organize client files and easily create billing invoices.

Wants and needs:

Wayne is new to using apps and is not sure what he is looking for. He does not know how to use or install software on his phone. He needs extensive documentation to help him get started with our app. He wants a company that offers phone support to help him with any problems he might have. Wayne is willing to pay a monthly fee for this service.

Project Scope

1.What type of written information is the potential user of this site looking for and/or wanting to gain by coming to this site?

The user is looking for information about company history or what type of apps they produce. They want to know how much our clients apps cost and how much effort is put into updating them. Others may be looking to work with our client. We predict two different groups of site user. Those who are here to learn about our clients products and the company, and those who are shopping around for a company to make an app for them.

2.Questions our users may have when they use our site. (Content below based on anonymous survey of potential user base.)

What is the story behind Survival Apps? - about us

Survival apps started out several years ago when two friends decided to try their hand at making Android applications. Our two heroes, who lived in separate countries at the time, started to brainstorm ideas using G chat. Android was a new platform at the time and they sensed an opportunity to fill void in the emerging market. Even though they did it for fun their apps started making money so our hero John moved to Seattle to

Join Bill and officially founded Survival Apps! Now they run a mega giant company making apps for themselves as well as large clients.

What is the Philosophy behind Survival Apps?

To make something that can be useful - possibly life saving - but fun at the same time.

How much does it cost?

Most of our clients apps are completely free. All of their products that do cost money have ad supported free versions. They also make custom apps for companies to use internally. The price for creating an app, very size and scope of the application being built.

What are their features?

Our client has apps in many different categories with different sets of features. Apps can be searched for on their site by category or feature. Many of their apps use a combination of Google maps and your phone's built in GPS.

When / How often are apps released?

There is no set schedule for the release of apps. They do however try to keep a set update schedule for bug fixes and major updates. Every app gets a Major update every 3 to 6 months. These updates usually include added features, ui changes, and bug fixes. Minor bug fixes are released every 2 to 4 weeks. Any major security problems or bugs are updated as soon as possible.

What kind of jobs will be available in the new company

Our client constantly looking for new talent to join their team. As of now they have 2 developers, one UI designer, one graphic artists, 2 web and database admins and one

marketing rep. They want to urge site visitors to continue to check back for new job postings.

Will apps be charged at a one time fee or monthly?

All of our clients apps only require a one time fee so no need to keep paying to use them. They do however charge an optional monthly fee for tech support on some products. For their users that do not require constant support they offer per call support to help their users set up their (insert app name here) app with their databases.

Can you make me a custom app for X?

Our client has a custom app service. They can make apps for their clients to use inside their company. These custom apps are usually interfaces to help employees share company data from around the world. They also make apps for companies to help market their products or business. The most common app type they have produced is a location finder for brick and mortar stores. They have an online portfolio of some of their custom work.

Where are you based?

They are a small Seattle based company.

How can I look up apps by category

Their apps can be searched by category , features, price, and or platform.

What platforms do your apps use

They only use Android but will soon release their very first iphone app called(Insert app name here).

What is the focus of the apps you make

Zombie survival is where it all started. Their first app was a joke app to help users to survive longer if a Zombie apocalypse ever happened. Now they make apps to help their customers with their jobs. They also do many apps for clients to help them advertise their companies.

Are your apps serious or fun or both?

Our client says "It depends on how we feel" . Most of the time they say it's both but if they are making an app for a client it's up to them how they want to set the tone for their app.

Do you have a portfolio of custom work you have done?

Our client has a portfolio of some of are higher profile apps they have made for companies.

- **App1** - circuit city store finder and coupon app.
- **App 2** - CompuServe companion app

They also have many samples of their internal apps they have made for other companies.

What is your mission statement?

To survive and have fun. To make apps to ease the stress of the day and find your way out of danger.

3.What type of written information is the client looking to convey to the user with this site and why?

The client would like to provide casual users with information about who their company

is and what the focus or goals of their apps are. Since they also provide a custom app service for companies looking to improve productivity, they also provide information on that process. They also want to provide a place to advertise our job openings. Their predicted users are casual app users, major clients looking to make custom apps, and job seekers.

4.**What is the perception, attitude and tone that the user will feel most comfortable with and why?**

Their casual apps section with have more of a fun feel, while sections aimed at attracting companies for app development will be more professional.

Additional questions to be answered later:

- How will the apps help me in the tasks I use the internet for?
- What about this app make it worthy of the space on my iphone?
- Can they help me with my job?
- What are your goals for the future?
- Do you have a Facebook/Twitter/Whatever page?
- What does survival apps mean?
- Who are the people behind the company?

Survival apps site copy

Page: Home

Title: Android, Apps, Mobile, App Development | Survival Apps

Keywords: android, apps, top apps, apps for the iphone, best free apps, innovative, applications, leading, Android development company, applications, app, development, developers, designers, for hire, services, focus, services, mobile, mobile applications, fun, serious, android app designer, android app developer, top, must have

Paragraphs:

Who we are

We are small team of developers creating apps to help make your workday a little easier.

What we do

To put it simply, we make applications for your Android phone. We are working on releasing our apps on the iPhone and iPad. Our passion is creating apps to help get you through the work day.

Custom App Development

We have just opened our custom application department. Do you have a problem in your company that you think could be solved with an app? We can make it for you. We design interfaces to help employees share company data securely from around the world.

How we do it.

Our skilled team of developers and designers combine years of experience to make some of the hottest apps on the market!

We have designed our app creation process to be as quick and painless as possible. We will be there from the day the first sketches are drawn to the release party for your new app.

What we are proud of

We are constantly receiving emails from our users and clients and they all love our apps. Here is what **Bill N.** from Russia says about our newest app.

"I'd buy that for a dollar".

or **Jay Miner**[*]**,** founder of Amiga Computers

"We used Survival apps to help us deliver our
new Amiga chipset before our deadline with great results.
Thanks Survival Apps!"

We have made apps for several large companies such as:

- Circuit City
- Tandy Corporation
- Amiga Computers

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[*] Jay Miner of Amiga computers never said this.

They and many others have reported great results including;

- Increased production
- Faster report handling
- Data error reduction

You can do it too.

Survival Apps is constantly looking for new talent to join our team. We offer jobs in many fields - including:

- Graphic Design
- Mobile Development
- Art direction
- Customer Support
- Social Media fields

Check to see if we have any openings.

2.0

Page: About Us

Title: About | Survival Apps

Keywords: android app companies, Android development company, focus, key personnel, about us, Experience, premium, history, our team, team, team members, Why survival apps

Paragraphs:

Survival apps is a small Seattle based company. We have been creating fun and helpful products since 2010. Our company started as a simple two person team, making Android apps in our spare time. Now we have a whole team of people developing great

new products every day. We are always looking for new talent to help carry on our vision of making applications to help make work not feel like work.

Our Story

Our founders, Josh and Tom started Survival apps in 2010 to test out the new Android platform. What was once a fun project turned into a serious business.
We now employ several dedicated programmers, designers, and marketing specialists.

Service History

One of our oldest and most popular apps is **Justin Bieber Quotes**. It now has over 40,00 downloads! We also have several top ten apps in the **Android market**. Recently, we expanded our services to include **custom app design** for businesses. We have already helped **several companies** boost productivity with our products.

Our Goal

We want our apps to feel fun, while providing actual benefits. Even though we don't make games, our users have told us that our products make their day more fun. Our goal is to make your workday easier so that when you get home you still have the energy to enjoy life.

Jobs

Survival Apps is constantly looking for new talent to join our team. We offer jobs in many fields including:

- Graphic Design
- Mobile Development
- Art direction

- Customer Support
- Social Media

Our **product goals** extend to our workers - which is why we strive to create a fun and friendly work environment.

Check to see if we have any openings.

2.1

Page: About - Our Story

Title: Our Story | About | Survival Apps

Keywords: android, apps, android app companies, milestones, philosophy, mission, New, Startup, History, Story, Mobile applications
Paragraphs:

Our Story

Survival apps started in 2010 when our founders decided to try their hand at making Android applications. Our two heroes lived in separate countries at the time. They brainstormed app ideas over email since they could not meet face to face.

Choosing Android

Android was a new platform at the time. Tom and Josh wanted to see what they could do with the new device. Even though they did it for fun, their apps started making money. Tom moved to Seattle to join Josh and officially founded **Survival Apps!** Now they run a successful company making apps for the

Android Market. They recently launched their custom app service. Now they build apps for companies all over the world.

Why are we called Survival Apps?

Quote apps is where it all started. Their first most popular app is "**Justin Bieber quotes**." They chose the name Survival Apps as a joke originally because, " you just can't live without knowing what **Justin Bieber** has to say". They decided to keep the name when they realized the lack of useful software in the Android Market.

Growing into the future

They quit their day jobs and started working full time on building the company into what it is today.
Now with the success of their apps they decided to become more serious with their products. They have shifted towards working with companies to improve worker communication and productivity, while lowering workloads.

Our Mission

Our Mission is "To survive and have fun. To create something to eases the stress of the day and help find your way back home when you are done".

2.2
Page: Jobs
Title: Jobs | Survival Apps
Keywords: job, jobs, design job, design degree, computer science degree, previous experience, ,mobile developer, hiring, fun, fun workplace, Seattle, tech industry, free

pony rides, next level beats, application, internships, partner, hire, openings, developer, designers, talented, careers, career, talent, new talent

Paragraphs:

Our employees say we are a great place to work! Our offices are located in the heart of Seattle, overlooking the beautiful Puget Sound. We strive to create a fun and fulfilling working environment. Our team members are encouraged to participate in all aspects of the app creation process - not just their field. Growth as a company is not attainable if the workers too are not allowed to grow .

Work doesn't have to feel like work

Our employees enjoy the benefits of state of the art workstations, big comfy chairs, and sunlit offices. Team members can often be found unwinding in our game room or enjoying Folgers coffee. If you need to get some fresh air, you can head up to our rooftop garden. If lucky you might even see one of our famous **Seattle Rooftop Ponies** grazing on the neighboring buildings.

Everyone here has a voice

If you have an idea for an app or think you can get something done in a faster, more efficient way we encourage you to speak up. Just because you are a Java developer doesn't mean you can't contribute to the visual design of a project.

Room to Grow

We feel that workers do a better job when they aren't doing the same thing day in and day out. Many of our staff spend time shadowing team members from other departments and learning new skills. Even our Pony trainers spend time

learning PageMaker or Microsoft Works with the people over in the design department

Current Openings

We currently have no openings at the moment but **check back** often to see if anything has been posted. If you feel you can make a difference in our company send us an email with your resume and portfolio. You can also subscribe to our **newsletter** to receive all of our latest job openings.

3.0

Page: Apps

Title: Android Apps | Survival Apps

Keywords: best android apps, top apps, top ten, market, app store, google android , new apps, survival apps, top

Paragraphs:

Apps can be searched for by:

- category
- feature
- price
- platform

All of our products are updated and feature varying support options.

Updates

There is no set schedule for the release of updates. We do however try to keep a set update schedule for bug fixes and major updates. Every app gets a major update every 3 to 6 months. Updates may include:

- Added features
- Interface changes
- Bug fixes

Any major security problems or bugs are updated as soon as possible.

Support

If you have any problems with our products please check out our support section.

First time using apps? We can help get you set up!

Answers to our most common questions can be found in our **FAQ**.

If you find any bugs or problems please send us a message and we will try our best to address the issue.

Pricing

Most of our apps are free! Our premium apps only cost $1.99. This includes lifetime updates!

3.1

Page: Apps - Custom

Title: Custom app development | Survival Apps

Keywords: Android app development, external clients, partner, development company, google app development, developers, hire, for hire, designers, review, reviews, android

development company, world class, free quote, services, focus, choose, services, premium, customer service, process, products, customize, API

Paragraphs:

Why would you need an app for your company?

Too much company time and money is lost to communication errors, lack of version control, and insecure data. These issues could be solved by giving your workers the tools to easily share information in a controlled setting. We can build you the tools to tackle these problems.

Process

We have developed an easy process to help you create an app that meets your company's goals. Our team works with you from the first design concepts, all the way through the coding process and finally launch day. We make sure that your company is included in every step of the way so that you get what you expected.

Keeping your data safe and secure

We integrate well with most major systems out there. Our apps are secure and will keep your data safe. Downtime will be limited or nonexistent during development and implementation of your new app.

Making the most out of your budget

The price for creating an app can vary based on the size and scope of the project. We will help to narrow down your needs and pick out what is really important.

3.1.1

Page: Custom Apps - process

Title: Process | Custom app development | Survival Apps

Keywords: Android app development, Design, Develop, UI Design, Launch, cost estimate, review, Features, customize, customization,

Paragraphs:

We have created a simple process to help take your ideas and create the perfect app that fits your needs. Our team is with you from start to finish.

A good app starts with sound design

We will meet with you to try and understand what problem your company is facing and how we can help. We take those ideas and begin to design a custom project specially suited to your needs.

Our team will work with you to create a visual design theme that is streamlined and visually appealing. We can even incorporate your branding and logo into your new application.

Creation doesn't end with the last line of code

We synch with your data systems and test for possible bugs.

Our quality control team will work with your company to make sure everything functions as intended. Your team will be presented with a working manual and trained to use your brand new time saver. Now it's time to party.

News Posting

SURVIVAL APPS ROLLS OUT NEW CUSTOM APP SERVICE

Aug 10, 2012

The company behind the award winning, "Justin Bieber Quotes" is accepting clients for its Custom app service.

Survival apps seeks to help solve common problems that plague many large companies such as:

- Data loss
- Communication errors
- Poor version control
- Data leaks.

 They will work with clients to give them the tools they need to stamp out these problems.

The survival apps way

Survival apps will use their experience building world class Android applications to design custom interfaces to help keep your employees connected.

They have designed a simple process to get your app made quickly and pain free:

1. Identify communication problems in your company.
2. Create visual design that incorporates company branding and logo.
3. Sync new application with your current data systems.
4. Train employees on new app and fix bugs.
5. Time to party!

" *I knew something was wrong in our company but I didn't know what it was. Survival apps helped us identify problem areas in our company and worked with us to build the tools to fix them. Thanks Survival apps!*"

Jay Miner[†], founder of Amiga Computers

[†] Jay Miner of Amiga computers never said this.

Amiga was having trouble coordinating data exchanges with their employees who are all over the US. Survival apps developed a system to help them sync their files and quickly analyze incoming data. Now they don't have to worry about data getting lost or corrupted.

To learn more or request a consultation please visit our site at Survivalapps.net.

About us

Survival apps was founded in Seattle in 2010. Since then they have released several top 10 apps on the Android and Apple Marketplace. They now employ a large team of Designers, Developers, and Social Media specialists.