

**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 the companies 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 will 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?