

# APP DEVELOPMENT QUESTIONS

## Overview

Q. Are you interested in a mobile application or mobile website?

Mobile app

Mobile website (responsive website)

Q. If mobile app, would you want WLIQ to design a new app or modify an existing one?

New app

Modify our existing app

Q. If you already have an app, please provide the details: \_\_\_\_\_

\_\_\_\_\_

Q. Have you worked with a technology team before? If so, what did they do well and what do you feel they needed improvement on? Did you find it easy to work with them? \_\_\_\_\_

\_\_\_\_\_

Q. What is the primary purpose of your mobile app? How will this app add value to your business? Or can you summarize the app in just a few sentences. \_\_\_\_\_

\_\_\_\_\_

Q. What goals do you want your users to achieve from your mobile app? \_\_\_\_\_

\_\_\_\_\_

Q. Who are the primary competitors of the app? \_\_\_\_\_

\_\_\_\_\_

Q. Will there be multiple releases of the app? \_\_\_\_\_

\_\_\_\_\_

Q. What is the minimum viable product? \_\_\_\_\_

\_\_\_\_\_

# Design

Q. What device(s) is the application expected to work on?

- iPhone
- iPad
- Android phone
- Android tablet
- Other

Q. Do you want to have a separate layout for the tablet and phone?

- Yes
- No, app will run in compatibility mode
- Not Sure

Q. What devices do you (or your team) personally own? \_\_\_\_\_  
\_\_\_\_\_

Q. Do you want WLIQ to do all the design?

- Yes, we want WLIQ to do the graphic work
- No, we have a designer who will provide WLIQ the designs we want

Q. Do you have any opinions specifically for color, theme and style? \_\_\_\_\_  
\_\_\_\_\_

Q. Do you have an app icon or logo already? Do you want WLIQ to design the logo or app icon for you? \_\_\_\_\_  
\_\_\_\_\_

Q. Do you want your app portrait or landscape or both?

- Portrait
- Landscape
- Both

Q. Please provide links to any app which has similar features/functionality as your app? These could be direct competition or in a similar industry \_\_\_\_\_  
\_\_\_\_\_

Q. Which apps do you personally like and why? \_\_\_\_\_  
\_\_\_\_\_

Q. Do you have any UI/UX layout designs, prototypes or documentation? \_\_\_\_\_

\_\_\_\_\_

Q. What screens are you envisioning in the app? \_\_\_\_\_

\_\_\_\_\_

## Users

Q. Please specify the app type:

Business to customer (B2C)

Business to enterprise (B2E)

Business to business (B2B)

Q. What is your target market?

Corporate

Government

Education

Other

Q. What age is your target audience?

Less than 30 years

40-50 years

30-40 years

More than 50 years

Q. How many users will be using this app in first 3 months? \_\_\_\_\_

\_\_\_\_\_

Q. What are your plans to proactively promote your app?

Advertise on your website

SEO/SEM

Email campaigns

Other

## Features

Q. What are the primary features for the app? \_\_\_\_\_

\_\_\_\_\_

Q. What are the secondary features for the app? \_\_\_\_\_

\_\_\_\_\_

Q. If you have a website, should this app mirror your website functionality?

Yes

No

Q. Is this app multilingual or only in english?

English

Other(s)

Q. Does the app require user authentication? or can anybody install and use it?

Required authentication

Other

Anybody install and use

Q. Would you like to include any device feature with your apps? Please select/list the features you want.

Camera integration

Text messaging

GPS

Web browser

File manager

Phone call integration

Photo gallery

QR code/barcode integration

Push notifications

Other

Maps

Q. Does the app need to integrate with social media platforms?

Single sign on (facebook, twitter, linkedin, google+ etc.)

SMM share

Q. Is the app commercial or free?

Free

Commercial

Q. Does the app include in-app purchases? \_\_\_\_\_

## Content

Q. Will it be a dynamic or static app?

Dynamic (content changes)

Static (content doesn't change)

Q. If dynamic, where does the content come from?

- Web admin portal  Other
- Third party service like google

Q. Would you like WLIQ to develop a web admin portal to update the content of app or do you have that already? \_\_\_\_\_

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Q. How frequently will you provide new content to your users?

- Daily  Ongoing
- Weekly  Quarterly
- Monthly  Only Once

## Technology/Platform

Q. Do you require the code be native or can a cross platform tool/framework be used?

- Native  Don't know/No preference
- Hybrid (like sencha touch or phonegap)

Q. List out the operating system you want this app to be launched

- Android  Other
- IOS

Q. Does this app need to support backward compatibility? if yes which older versions do you want this app to support (Android/IOS) \_\_\_\_\_

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## Web Services

Q. Do you already have web services in place?

- Yes  No  Don't know

Q. If yes, please provide the link where we can obtain this information? \_\_\_\_\_

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Q. What web services do you have and what is the technology used for Them?

Php  C#  Other

Q. Do the web services connect with the database? Or, are you fetching data from any third party services. \_\_\_\_\_

Q. If connected with the database which database has been used?

Mysql  Sybase  Other  
 Oracle  Mssql

Q. If you wish for WLIQ to build the web services to connect to your databases, do you have any preferences to the web service we build? \_\_\_\_\_

## App Connectivity

Q. Do you want this to work without an internet connection (offline mode) and sync the data when a connection is restored?

Yes  No

Q. Which screens are you envisioning to work in offline mode? \_\_\_\_\_

## Security

Q. Does the information on the app need to be transferred securely?

Yes  No

## Reporting

Q. What kind of reporting will you like to set up for the app? \_\_\_\_\_

Q. Do you want any reporting within the web admin portal? \_\_\_\_\_

## Publish

Q. Do you want to publish the app for both ios and android on the same date?

Yes

Don't care

No

Q. Do you want to publish the app in the limited geographical area? if yes, list out countries.

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Q. Do you have a developer account to publish the app for each platform? if yes, please share the details.

Apple developer account

Google play developer account

## Maintenance

Q. Are you interested in a monthly maintenance plan which will keep your app current?

Yes

No

## Timeline & Budget

Q. **Live date:** when is your target date for your app to be live and operational? Note: Apple store generally takes 5-10 days to publish the app. \_\_\_\_\_

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Q. **Decision date:** when do you plan to make a decision about hiring WLIQ to design your mobile app?

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Q. What is your target budget for this project? This will ensure we do not implement non-affordable features into your mobile app.

Yes

No



## Communication

Q. What communication tool do you prefer?

- Skype  Slack  
 Google hangout  Other  
 Zoom

Q. Who in your organization will we be communicating with? In order for communication to be efficient we prefer to receive instructions and feedback from only one person. Please provide the contact info for this person (email, phone, etc) \_\_\_\_\_

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Q. What collaboration tools do you prefer to use with us?

- Google docs  Other  
 Asana  I do not have a preference

## Hosting

Q. Do you want WLIQ to host your app services (web services) on our account?

- Yes  No

Q. If you do not want WLIQ to host your app services, please describe the type of server you will be using?

- Linux  Windows  Other

Q. Are you using any code repository tool or do you have any preference?

- GIT  Other  I Don't Know

Q. If push notification needed for IOS: does your hosting have port 2195, 2196 open for push notification?

- Yes  I can have it opened  
 No  I don't know

## Comments/ Questions

Q. Please provide WLIQ with any additional information here. \_\_\_\_\_

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