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APPLICATION KICKSTARTER

THANKS FOR CONSIDERING TRIPLE3 FOR YOUR PROJECT!

We all know communication is key to the success of any endeavour, so we've put together this worksheet to help you capture your vision for the project.

It may be a few pages, but it asks some very important questions that will give us a feel for who you are what exactly it is you're hoping to achieve.

Of course, the more thoughtful and detailed answers you can provide, the better we'll be able to respond. Please feel free to skip any sections or questions that aren't relevant to your particular project.

Thanks...

Section 1. About You

PERSONAL INFORMATION

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

If you currently have a website, what is the address? _____

Tell Us A Little About Your Business, Company and Idea...

May We Ask How You Found Us? Referred Search Engine Social Media Advertising Other

Are You Seeking Help With A New Or Existing Project? New Existing

Will You Be The Final Decision Maker? Yes No **If No Who Will Be**

Is There A Deadline We Need To Work To?

Please Give An Indication Of Your Budget *(A Ballpark Figure Or Range Will Suffice)*

While disclosing your budget may not be something you typically do, sharing this information will help us scope the project and prevent a great deal of wasted time, should the budget not be realistic with the project requirements.

Section 2. Application Development

Which Application Development Services Will You Require For Your Project?

- Web App Desktop App Mobile App HTML5 App Mobile Website Native App
 Custom Programming Uncertain

If Custom Programming Or Uncertain, Please Specify:

Is This A New Project Or A Project / App Update?

- New Update

If Update, Where Can We View The Current Version?

If Developing A Mobile App, What OSes Need To Be Tested?

- Apple iOS Android Windows Blackberry Palm Uncertain

Where Will You Distribute Your App?

- App Store Play Store Internal Use Only Other

If A Mobile App, What Name You Are Planning On Using?

Do you have Currently Have a logo?

- Yes *(Can you provide us a .psd or .ai version?)* No *(Do you want a logo designed?)*

Could You Describe In More Detail What The Purpose / Goal Of Your Project Is?

(e.g. Promote A Service, Promote A Product, Custom Software, App For Fun, etc...)

Why Do You Want To Build A App / Site?

What Problem Will Your App Solve?

(e.g. Boredom, Location, Multitasking, Immediate Need, etc...)

Please Describe As Detailed As You Can The Elements That Will Be Present In Your App.

What Goals Do You Have For Users To Accomplish In Your App / Site?

If You Already Have An App / Site, What Would You Change?

If You Have An App / Site, What Does It Do Well?

What Will Make The Project Successful?

What Screens Need To Be Created?

Which Of The Following Features Would You Like In Your Mobile Application?

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> GPS Directions | <input type="checkbox"/> Contact Information | <input type="checkbox"/> GPS | <input type="checkbox"/> Shopping Cart |
| <input type="checkbox"/> One Touch Calling | <input type="checkbox"/> Email Photo | <input type="checkbox"/> Counters / Calculators | <input type="checkbox"/> Third Party Options |
| <input type="checkbox"/> Tell-A-Friend | <input type="checkbox"/> Image Gallery | <input type="checkbox"/> Mailing List | <input type="checkbox"/> Other |
| <input type="checkbox"/> Points Of Interest | <input type="checkbox"/> Fan Wall | <input type="checkbox"/> QR Scanning | |
| <input type="checkbox"/> Event Listings | <input type="checkbox"/> Push Notifications | <input type="checkbox"/> Social Media | |

If Other, Please Specify:

Are There Parts Of This Project You'd Like To Build In Phases? Yes No

If Yes, Please Describe The Phases?

What Other Functionality Are You Interested In Incorporating Into Your Application?

What Features Need To Be Present In This Application?

Will You Require In App Purchases? Yes No

Will Your Application Show Ads? Yes No

Do You Have A Preference For Native Or Mobile Apps? Yes No

Do You Need To Communicate With External Services? Yes No

Do You Need Integration With A Custom Login Service? Yes No

What Languages Are Required?

- | | | | | |
|----------------------------------|-----------------------------------|----------------------------------|-------------------------------------|---|
| <input type="checkbox"/> English | <input type="checkbox"/> French | <input type="checkbox"/> Russian | <input type="checkbox"/> Portuguese | <input type="checkbox"/> Malay-Indonesian |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Mandarin | <input type="checkbox"/> Arabic | <input type="checkbox"/> Bengali | <input type="checkbox"/> Other |

Please Describe Any Other Information We May Need To Know But Have Not Asked.

What Are Your Schedule Requirements For This Project?

- As Soon As Possible Less Than A Month Less Than 3 Months Less Than 6 Months No Limit

Please List Or Describe Anything Else You Would Like Us To Know That We Forgot To Ask?

THATS IT - YOUR DONE!

Unless there's anything else you feel would be useful to know?
If not, then congratulations - you're done!

Now all you've left to do is email this document to:

Design@Triple3.co

or mail it to: Triple3 Post Office Box 0416 Saint Ansgar, Iowa 50472