WEBclub.com.au

MOBILE APP DEVELOPMENT

Client Questionnaire

IDEAL FOR CUSTOMERS

Since it's a fast paced era we live in, people tend to prefer apps over web browsers because the former is much faster and can also be functioned offline. Web browsers need a URL and it is more time consuming.

BRAND VISIBILITY

Apps are a perfect platform to maintain customer loyalty. This is done by constantly reminding the customer about its products or features whereas the bookmarks in browsers are not as handy. Apps also come with push notifications that reinforces brand visibility at a greater rate

APPS ARE RELATABLE

Mobile apps are also a beneficial tool for both the customers and businesses because they can connect with the users on a personal level and keep them engaged. Businesses are using apps to get to most number of customers and interact with them which make it an amazing tool to communicate.

COST EFFECTIVENESS

Every business wants to be efficient but eliminating maximum number of wastes and making it more cost efficient. Apps are a perfect fit for that because they are way cheaper than websites and has low maintenance hence saves time too.

DOCUMENT PURPOSE

This preliminary questionnaire is an important part of the mobile app building process. It helps organize the goals for your project in a way that we can understand and use to accurately provide you with a proposal. Please fill out this document to the best of your ability. If there is a question that doesn't make sense or doesn't apply to your project, feel free to leave it blank. Once we get all of the information we need, we can begin preparing a proposal or set up a phone conference to get into the specifics.

MOBILE APP DEVELOPMENT - CLIENT QUESTIONNAIRE

This questionnaire will help Web Club create a proposal for you. The more information you can provide us with, the better we can evaluate your needs. If there are any questions that are not relevant to your project, please ignore them. Once you have completed the questionnaire, please email it to info@webclub.com.au, and we will get back to you as soon as possible. If you have any questions or comments, please email on info@webclub.com.au or contact the office at 1300 932 258.

GENERAL QUESTIONS

1. What goals do you have for users to accomplish in your mobile app?

2. What will be the primary purpose of your mobile app?

3. Do you have an existing app and looking for a team to update the current version?

4. Do you have wireframes or app designs (PSD/AI files) ready for the application? Or would you like to avail our services on App Design?

5. Are you developing the apps for internal or public use?

6. Do you have any reference app(s) which works similar to your requirement? Please list the ones you found closest. [This can be even your competitor apps].

7. Please list some of your competitors.

8. Would you provide us with detailed functional specifications for us to estimate the project? If you do not have a Functional Spec, would you like to avail services of our Business Analyst?

9. Do you have an internal development team (Graphic Designers/ Developers) to collaborate on this project?

10. Would you like to avail services of a Test Engineer (QA)?

11. Would you like to avail assistance in iTunes/ Google Play submission?

12. What are the features or functionalities you're looking to integrate into your mobile app? Please explain as detailed as possible.

13. Is the proposed application expected to integrate with one or more of your existing applications? If yes, please provide a technical brief of these existing applications

14. Are there any functionalities or features you're considering to incorporate in future releases?

15. Would you like to have a CMS for the app? (CMS is a system which lets you add content and make day-to-day updates on your mobile app) [This is important as we'll have to leave a framework considering the future additions while coding the app]

16. Who will be the audience of your app?

17. Who are your target customers? What is their geography, gender & age group?

18. Does the app have many user types/roles with own associated features? (A different app for each user type?)

19. Are you considering the app to be multilingual and available in other stores?

20. Would you like us to design & develop a companion website for the app?

21. Is there a target launch date for this product?

22. Is there any content restriction outside of the US?

23. Are there any domain or region specific standards /regulations to comply with? (For example, related to security, documentation, design, etc.)

24. Will the solution require in-app purchase, payment gateway integration, multicurrency support, etc.?

25. Does the app require mobile analytics integration for app usage tracking?

26. Does the app require mobile app advertising management tools integration?

27. Please specify the type of app: B2B, B2C or B2E.

28. How would you want the app to be developed? Do you prefer using Cross Platform technologies or developing the apps natively across each platform?

29. What are the desired compatible devices & OS versions? Please provide required platform and OS versions. (Eg: iOS, Android, Windows) [It is recommended to develop apps in the latest OS versions.]

30. Is the app expected to work in both Portrait and Landscape orientation?

31. What languages does the app need to support?

32. Would you like to have the app listed as free or paid?

33. Can the app be used offline (without internet connection)?

34. If the solution is expected to have a web based backend, should it be developed in HTML 5 / be mobile responsive?

35. Would you need push notifications for your application?

36. If you're providing us with web services, please indicate the API format which it'll be provided. An API guide would be highly appreciated.

37. Would you like to integrate or use any third party API services for your application? (For e.g.: Foursquare, Social network authentication such as Facebook, Twitter, etc.)

38. Would you give an (approximate) idea of how many users are expected to access the app, create accounts, etc. (if applicable), especially concurrent users of internal enterprise app?

39. Would you give an (approximate) idea of the size of the files, number of files stored on the app at a given point of time (if applicable, that is, if the app deals with document, image, video/audio files).