Thesis Assignment

03

CASEY SCOTT | DVP 3
E: CJSCOTT@FULLSAIL.EDU

MOBILE DEVELOPMENT
FULL SAIL UNIVERSITY

Branding

BRANDING

TARGET AUDIENCE

	UBER		DELL
Target audience	Adults & young adults	Adults, young adults, teens & children	Adults, young adults & teens
Age of target audience	16+	13-40	15-35
Gender of target audience	Neutral	Neutral	Neutral
Income level of the potential customers	Lower/mid to High income	Medium to high-level income	Medium to high-level income
Educatiuon level of target audience	All education levels	All education levels but special interest in college students.	High school, college, professional.
Target audience location	Major cities but expanding.	Near college campuses and in urban areas.	Online
Family situation of the target audience	All family situations	All family situations	All family situations
Competition of the brand	Lyft, Curb, Didi Dache, Grab, Ola	McDonalds, Costa Cofee(UK), Caribou Cofee, ect…	Samsung, Hp, Apple, Microsoft, etc…
Brand market target	Consumer and entrepreneur sectors.	Consumer sectors.	Business and consumer sectors

DOES THE LOGO MATCH THE TARGET AUDIENCE?

Businesses of every shape and size look at logos to represent the heart and sol of their brand. Logos are meant to invoke an emotional connection between customer and company. Dell is a company that has been around sense 1984 and sense then Dell's logo is has gone through a few different phases, but ultimately has always made the name present in the design.

Dell's target audience aims at teenagers and young adults that are in school and influencing the decisions that their parents are making when it comes to buying electronics. So the logo designers knew that they had to appeal to the youth and keep a professional feel to the design. The company name rests in the center of a circle that is representing the earth. The rotation of the "E" is said to be representing how the company "turns the world on its ear"(Dell logo, n.d.). This logo matches the target market by staying relevant with the times.

DOES THE LOGO MATCH THE TARGET AUDIENCE? (CONTINUED)

Starbucks is a brand that everyone knows. If you walk up to any random person on the streets and present them a photo of their logo to ask them, “what is the name of this company?” They will reply “Starbucks, duh.” It is a household brand and is almost a new verb for coffee. This logo is composed of a Siren symbol and the phrase “we proudly serve.”

The Sirens in Greek mythology were beautiful and dangerous creatures that would lure sailors with enchanting music and voices to their islands. So the Starbucks logo is representing how they can lure in customers with dangerously delicious coffees and other treats. So by placing these shops near college and urban areas they can market on the fact that people need boosts of energy, and draw in the overworked students to provide them with the energy they need to complete their assignments.

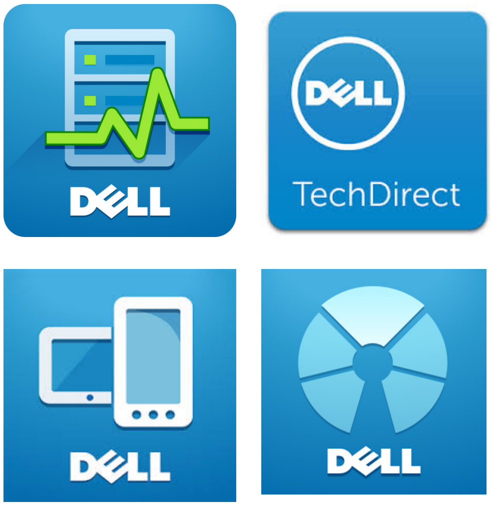
Uber is a company that has changed the way people hail taxies. No longer do you stand on the side of the road and wait to be spotted by a money hungry manic behind the wheel of an old beat up yellow sedan. With Uber you can select the ride, time, location, and even the driver, this is the way of the future.

The logo of Uber is edgy and plays towards the futuristic, sleek design. This logo has no connection to the target audience. Yes, the design is modern and has a feeling of new, but if you didn’t know about the company and you looked at their logo, you would not be able to make the connection to a modern taxi service.

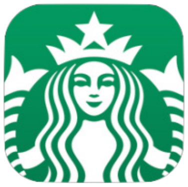
DOES THE APP NAME, APP LOGO, APP FONT AND APP COLORS MATCH THE TARGET AUDIENCE?

Dell is a large technology company with a wide range of mobile applications from device managers to support apps. The app logo is consistent with the company logo in the way that they make sure the name is present with the same design. These applications are more targeted towards a business but can be utilized by consumers as well.

For the most part, the colors used for their mobile apps are the iconic blue and white that Dell is known to represent. The fonts used in these apps remain professional by the use of sans serifs as this keeps the text legible to users. These approaches do not necessarily match the target audience on the consumer side but on the business it keeps the look and feel professional.



Dell App Icons



Starbucks App Icon

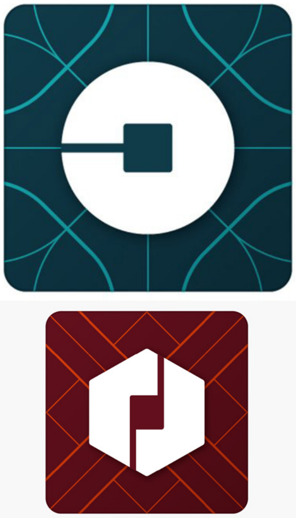
Starbucks has created a mobile application that has put up some impressive numbers in the app stores. Google play displays this application with 4.4/5 stars, which is not easy to obtain. The inspiration behind the Starbucks app is to provide customers with a way to order purchases, pay, and collect rewards for doing so. The name of the brand is so well known that they decided to just name the app Starbucks.

The logo of the app is the well-known Siren symbol in green, and the colors through the application are black, gold and white. These colors give the application a dark rich look that represents the quality of the product. And the font used is easy to read and understand, but still complements the style of the application. These features combined matches the target audience by looking modern and high quality to reach the urban population, and remaining simple and inviting for the comfort of students.

DOES THE APP NAME, APP LOGO, APP FONT AND APP COLORS MATCH THE TARGET AUDIENCE? (CONTINUED)

For the customer application the apps name is the same as the company's, Uber. This consumer application is based around a map screen, but the colors in the menu resemble the brands edgy appeal. As for the logo of the application, it makes no sense and there seems to be no connection between it and the target audience.

The Uber Driver is another application that this company offers. This application is the other side that connects driver to passenger, unlike the Uber app the connect passenger to driver. These two apps work together to for the Uber interface that drives the production. Once again the logo for this app makes no connection to the audience but seems to be a huge success. The Uber Driver logo is rendered in a different color then the Uber consumer app for easy determination. Both of these applications use text that is legible that complements the app perfectly.



Uber and Uber Driver App Icons

DO THE COLORS IN THE STYLE GUIDE MATCH THE TARGET AUDIENCE?

Dell is a brand that is found in offices around the world. The primary colors for Dell are custom colors that were created and named after the company, Dell blue, Dell Gray, and white are the names. These three colors can portray a professional and presentational company brand for the business setting.

But for Dell to be able to appeal to a younger market that is outside the professional setting, new colors need to be adopted. Giving the company a full range of visually engaging communications, Dell added vibrant colors for a more edgy feeling that spoke to the younger crowd. This range of colors keeps the company current and widens the market.

BRAND COLORS

The colors that represent Starbucks have been the same sense this company has become a major player in the gourmet coffee business. The colors are green, black and white with green being the main color to represent the company. With such a simple color scheme it’s easy for this company to stay consistent when it comes to design.

The use of natural and neutral colors allows Starbucks to a ppeal to a wider range of customers by being gender neutral and not speaking to males anymore then they females. These colors match the targeted audience because they are rich and give the gourmet appeal. The gourmet appeal draws in students because they want to feel like they are having something special. And the richness complements the urban environments.

UBER

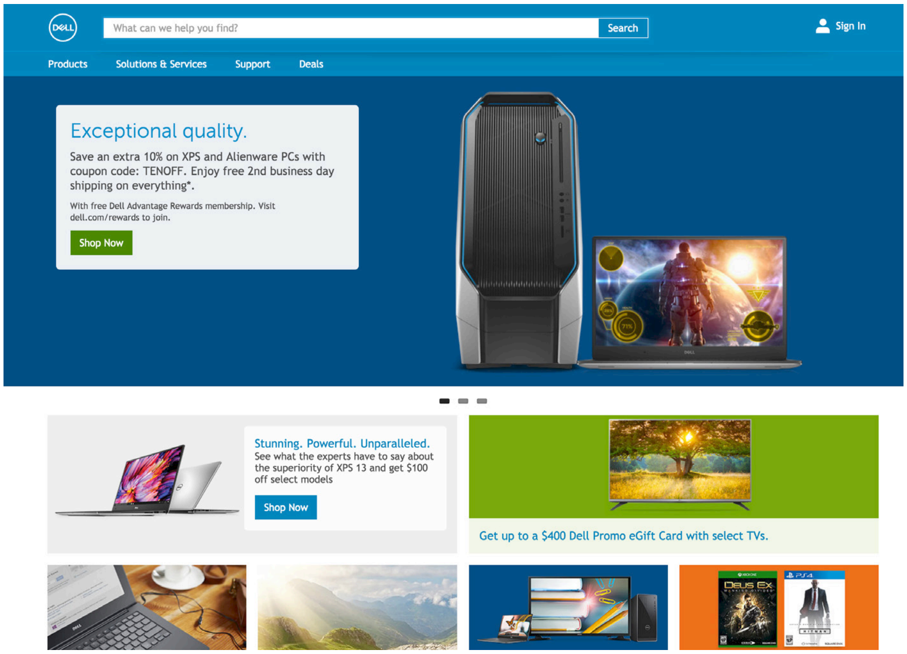
Looking at the Uber style guide you can see that this company uses its own custom colors. Uber Black, Uber White, and Uber Accent Blue make up the primary colors that represent the brand of the company. The Uber White shows no white at all, but actually resembles a gray color.

You could make the argument that the color scheme does not match the target audience because the use of dark colors exclusively relates to a males preference of color choice. BU the use of colors does match the target audience in terms of appealing to the now and the future. Most people that use the Uber app are most like to be younger or middle-aged users because the older generations simply are not as invited by the use of mobile applications.

DOES THE USER INTERFACE OF THE APP AND WEBSITE MATCH THE TARGET AUDIENCE?

Because the target audience is such a wide range of consumers, it's difficult to claim that this company's application matches the audience. On the business side of the audience the user interface of their applications is exactly what you would expect from professionally driven applications. These applications are straight to the point, "hears this" type of informational applications made to improve the efficiently of the workplace.

Another factor of their audience is the consumer market. This side of the market is more aimed towards teens and young adults because the influences they have on technology. Seems how Dell only makes apps that are designed for business; the user interfaces of these apps do not match the younger audience when it comes to appeal and experience. But the Dell website showcases things like gaming systems on top of the new innovative product. This approach speaks loud to the younger markets.



Exceptional quality.

Save an extra 10% on XPS and Alienware PCs with coupon code: TENOFF. Enjoy free 2nd business day shipping on everything*.

With free Dell Advantage Rewards membership. Visit dell.com/rewards to join.

Stunning. Powerful. Unparalleled.

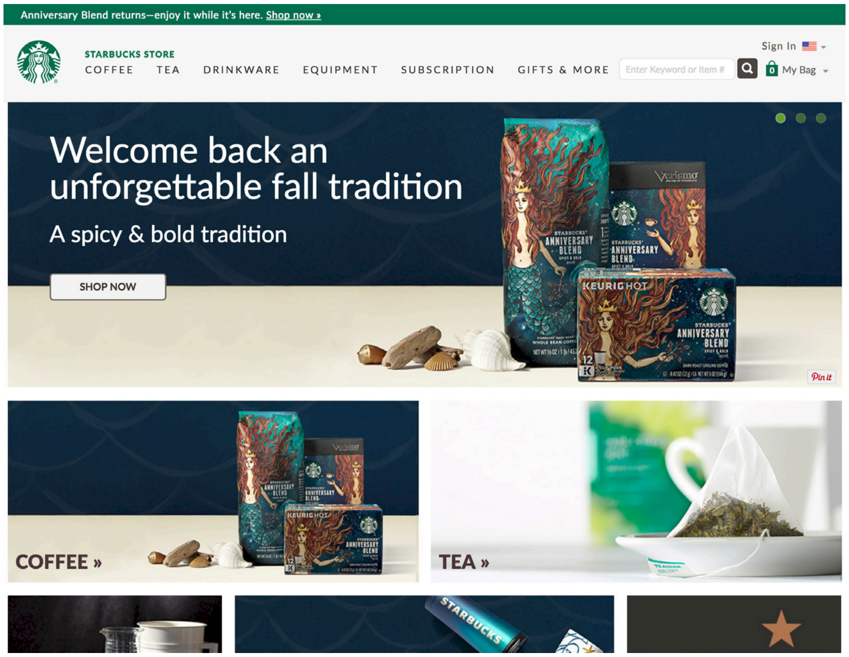
See what the experts have to say about the superiority of XPS 13 and get $100 off select models

Get up to a $400 Dell Promo eGift Card with select TVs.

Dell.Com Screenshot

BRAND INTERFACES

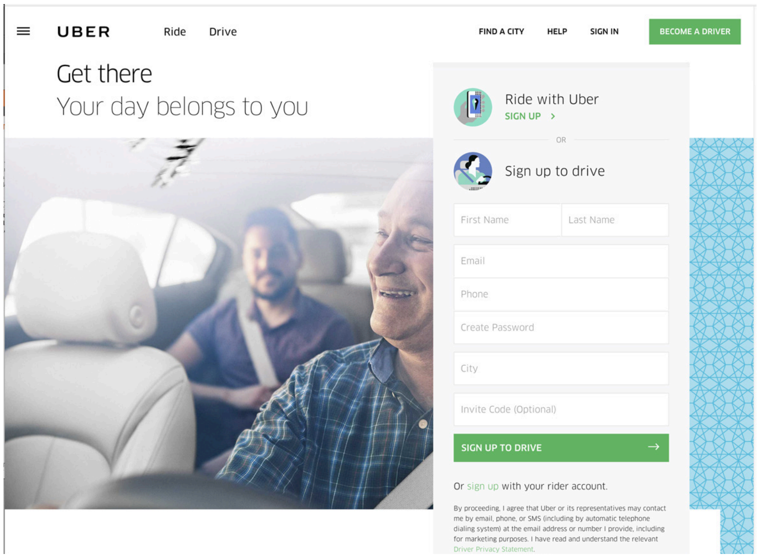
Starbucks has a very nice website that showcases their products and shares inspirational stories. The website is responsive so it re-organizes elements as the screen size changes with the use of a design pattern like tiny tweaks, all with a basic gallery setup. Elements are clickable; this navigates the users to a page that covers the topic of the elements. The website is very trendy and represents the target audience.


Anniversary Blend returns—enjoy it while it's here. Shop now »
STARBUCKS STORE
COFFEE
TEA
DRINKWARE
EQUIPMENT
SUBSCRIPTION
GIFTS & MORE
Enter Keyword or Item #
Sign In
My Bag
Welcome back an unforgettable fall tradition
A spicy & bold tradition
SHOP NOW
Pin it
COFFEE »
TEA »

Starbucks.Com Screenshot

The Starbucks app is easy to use and rewarding. Having incentives like rewards displayed in a graphical manor makes the application take on some characteristics of gamification. Apps that use the method of gamification appeal to younger crowds more then apps that are straight forward and displaying information with plain text. The user interface of the Starbucks mobile application also utilizes some great design patterns like the way they showcase the products in a gallery view. This gallery view is scrollable and presents a photo of the item along with the name of the item. You can select an item by tapping on it; this brings up the product and then allows for customization along with nutritional facts. By displaying the nutritional facts, the match between demand and trends in urban areas is completed.

DOES THE USER INTERFACE OF THE APP AND WEBSITE MATCH THE TARGET AUDIENCE? (CONTINUED)


UBER
Ride
Drive
FIND A CITY
HELP
SIGN IN
BECOME A DRIVER
Get there
Your day belongs to you
Ride with Uber
SIGN UP >
OR
Sign up to drive
First Name
Last Name
Email
Phone
Create Password
City
Invite Code (Optional)
SIGN UP TO DRIVE →

Or sign up with your rider account.

By proceeding, I agree that Uber or its representatives may contact me by email, phone, or SMS (including by automatic telephone dialing system) at the email address or number I provide, including for marketing purposes. I have read and understand the relevant Driver Privacy Statement.

Uber.Com Screenshot

Uber's website is very clean and inviting. The main screen has an image of a smiling driver and passenger inside of a car experiencing the joys of Uber along side of a sign up form. The purpose of this website is to get people signed up with Uber and to share the information about how Uber works. This is a well-structured site that utilizes popular design patterns with trendy artwork that represents the target audience.

The user interface of Uber's mobile application is very straightforward. The way it works is, after signing in, the user can choose where they want to go and pay. Minutes later (depending on location of course) a driver shows up to take you to your destination. Uber's audience wants something that is simple and fast. With a matter of only a few clicks, a customer can be on their way from point a, heading to point b. The Uber application is exactly what the target audience wants, it matches them perfectly.

DOES THE HELP AND SUPPORT MATCH THE TARGET AUDIENCE?

Dell has manufactured and developed applications that cater to technical professionals. These applications have been designed for professionals, so help and support are not features that are supported on their mobile applications. So as for these apps matching the business side of the target audience, Dell has hit the target.

As the general public may find a usage for technical savvy applications, Dell may want to consider adding features like help and support. The younger side of the target audience could find themselves is a situation where the requirements for operation may not be so obvious. So as to the apps matching the consumer audience, there is just no evidence supporting the idea.

The Starbucks mobile application provides its users with an extensive help feature. This feature covers the rewards program, mobile aspects, careers at Starbucks and popular questions, amongst other resources. This portion stands alone when comparing it comes to the visual appeal the rest of the mobile application has. The categories are in a list style format and represent some features of an un-styled HTML page.

The basic look of the application's help section does not match the audience when it comes to the younger generation that Starbucks targets. But the information provided is everything you could expect from a help feature. The support comes in the in a standard question and answer format accompanied by a contact us feature. Considering the amount of information provided, the help and support section of the Starbucks app can match any audience it targets.

BRAND TRIGGERS

WHAT EMOTIONS ARISE WHEN YOU THINK ABOUT EACH BRAND?

Feelings of happiness and excitement are involved when I see new Dell products. This company has been around sense 1984, and this time frame I’ve watched them grow to become a powerhouse in the technology industry. When I see the Dell advertisements, a thought that runs through my mind is “what are they going to do next”, but this is a thought I have when I see any large technology company that changes the way the world works.

Some of the Emotions I experience when I see the Starbucks logo are excitement and disappointment. The excitement comes from the fact that I know just about everything that is produced by this brand is delicious. But disappointment sets in when the price brings it into perspective. Starbucks is good, but not for the money.

When I see the Uber brand I’m excited. The reason for the excitement comes from the first situation where I used Uber. My friends and I were out of town, and out late, we needed a ride back to our hotel so we decided to use Uber. The app was able to tell us how much the ride would cost, and I remember being shocked at the price, because all I knew was how expensive taxies are. So when I see the Uber band I feel comfort in knowing a ride in a pinch is now affordable.

HOW DO YOU THINK OTHERS FEEL WHEN THEY THINK ABOUT THE BRAND?

Being one of the most iconic brands in the computer industry, individuals look at the Dell brand as see a company that makes great products and cares about their customers. As the competition in this industry thickens, Dell has remained one of the most trusted computer brands on the market. Dell has delivered on many promises, so the reputation of reliability has been established. When purchasing a Dell product people don't ever wonder if they got a bought a piece of junk, because they have established trust in the brand.

Many individuals feel similar to the way I do about the Starbucks brand. Most people that I have talked to about this brand say, "it tastes good, but I'm not spending four dollars for a cup of coffee." But even though people think it's over priced, this brand has done nothing except prove that their business is a success.

Taxies are a thing of the past, when people are in need of ride assistance they don't call taxies, they say, "let's get an Uber." Everyone I have ever talked to has only had great things to say about the Uber brand. They all say how affordable and convenient the service is. All of the positivity has evolved into a feeling of comfort for the consumers of the Uber.

WHAT PROMISES DO YOU FEEL THE COMPANY IS DELIVERING?

When it comes to promises, Dell is one of the top delivering brands. This company has vowed to bring affordable computers to the consumer at fair market prices. Their slogan is "the power to do more," and more is what they do, by delivering technologies and solutions that allow individuals and businesses to work more efficient while staying true to the values of the brand.

I feel that the Starbucks Company is promising a delicious beverage in an environment that is suitable enough for study and business. The way Starbucks delivers on their environment is by offering free high speed Internet to all its customers and non-customers. This franchise decorates the interiors of their facilities to resemble an at home setting with couches and proper lighting to accompany reading. The promise of delicious beverages and gourmet treats is delivered because they are undoubtedly delicious.

Uber promises to deliver fast and convenient transportation at an affordable price that sets a new bar for all competitors. I feel that this company delivers on that promise by being able to have an endless supply of drivers, because they offer a service where almost anybody can be employed. And they also deliver by setting prices much lower then a traditional taxi cab service.

DOES THE COMPANY APPEAR TO BE CONSISTENT WITH THE BRANDING MESSAGE ACROSS MULTIPLE MEDIA?

The branding messages remain consistent across all platforms of media as Dell adopts new strategies. Dell Technologies is the newest branding campaign for Dell products and the marketing for this new brand is represented in the same fashion across the Internet, TV, and even the radio. With the new merge between Dell and EMC, Dell is now forced to make subtle changes, as they adapt to the merge, but it's important that they stay consistent so they can keep the consumers trust.

Starbucks, like most companies, markets according to the seasons. Across Facebook, Twitter, and Instagram the message is consistent, Starbucks is great even when it's hot. But glimpses of the holiday season are starting to appear as the seasons are starting to shift towards fall. So Starbucks will stay consistent as they start to bombard media with their red cup promotion.

Personally I have never seen an Uber commercial on the television, but when it comes to the Internet, you can see that Uber is saying the same things across all media sites, most of which are promotions for free or discounted rides. But the majority of marketing I have experienced is through word-of-mouth and signs at certain facilities. One thing that does remain consistent is their claims to be the most affordable ride sharing application to date.

DO THE EMPLOYEES CARRY THE BRAND IDENTITY FEELING?

Strong employees can assist in making a strong brand. I have never met a Dell employee but by reading some reviews that can be found on the Internet I have discovered that many employees are happy with the working environment. It appears that many employees feel that this is a company that provides them with many opportunities, much like the brands promises to provide better solutions.

Just about every Starbucks franchise looks for self-motivated individuals to operate the daily tasks of helping customers and brewing delicious beverages. The few Starbucks employees I have ordered from have all been knowledgeable about the products they serve and very friendly. So I do think that the employees represent the franchise properly by carrying the brand identity well.

Among the few times I have experienced Uber I have spoke with a few of their drivers. Every driver I have conversed with all seem to enjoy the job and only have good things to say. They all have been very friendly and happy to share their experiences working with the company. Across the board they all has commended how convenient it is to be able to pick the app and choose when they wanted to work. Overall the employees (who are also consumers in a way) have been accommodating and carried the brand as the company intended.

IS THE BRAND AND EMOTIONAL FEEL BEING CARRIED INTO THE APP?

This brand sends the kind of message that they accomplish tasks and challenges. This is exactly the idea behind their mobile applications. Though this is all that is behind their mobile apps. The applications have boring interfaces and do not invoke an inviting feeling that way the Dell brand does. You would expect a giant tech company to have features incorporated into their applications that others companies would drool over, so I would have to say that the emotional feeling is not carried over to the apps the same way the brand is.

In the Starbucks mobile app the feeling of excitement is brought to life when looking at the beautiful gallery images of the products and also when you can see the rewards stacking up for free products. The brand being a gourmet coffeehouse is carried throughout the app, all the way down to how the images of the products are depicted in professional high-definition settings. The use of a dark background with gold features gives the feeling of a high-class environment.

The emotional feeling of the Uber brand is carried into the app. This app provides users with the comfort of being able to hail a ride with just a few clicks. The company is built on the way customers interact with their app, so the app is the heart and sol of Uber and without it they would not exist.

OTHER ITEMS THAT COULD HELP WITH ENHANCING THE BRAND TO ATTRACT MORE OF THE TARGET AUDIENCE.

Dell is a company that has been around for more then thirty years. Running with the best at the top of the technology food chain. They have gone through countless products that cover all aspects of computers and have managed to stay relevant as their products fell into a dark abyss where old outdated technology goes to die. This did not happen by chance or luck. It happened by strategic marketing along side developing advanced modern technology.

As time advances, people want new and exciting things. The younger generation grows up with the technology that once upon a time amazed their elders. So the demand to impress the younger generation is never ending as a new set of future customers are born each day. Dell has done a good job with supplying color schemes that can speak to the newer markets, but when it comes to their mobile applications, they are lacking inspiration.

They could start with the visual aspect of their user interfaces. The current interfaces have no flare, most likely because they are strictly professional tools. But Dell could create a mobile app that showcases their new products, or deliver a news feed that shares the newest updates on the latest technologies, or even make mini games. Just a little step toward relevancy that's inspired by the younger generations could help with reaching a key market for their consumer based products.

OTHER ITEMS THAT COULD HELP WITH ENHANCING THE BRAND TO ATTRACT MORE OF THE TARGET AUDIENCE. (CONTINUED)

Starbucks is the most famous coffeehouse in the world. Having a net worth of $85.3 billion (Forbs, 2016), this company has proven that they know what they are doing when it comes to marketing. They have built an empire on the idea that someone can come to a coffee house, get a delicious coffee, and be able to study or conduct business at their table with the use of the free Internet access they provide. They have managed to engage the customer and place stores strategically in locations where business would thrive.

There is a small percentage of the target audience that are children. On the application there is no section labeled kids on the menu. Starbucks could invoke more interest by this market by offering a kids menu or kid inspired set of items. Yes, Starbucks has smoothies and other items kids enjoy but the marketing geared toward these sales is lacking.

Another way that the brand could be enhanced is by reminding the customers of the accessibility to the Internet and iterating how good the service is. Most people know that Starbucks is known for providing Internet access inside its' shops, but the younger market may have never heard of this fact. By adding a small Internet logo to the advertisements or even somehow incorporating some kind of message into their logo, the message that Starbucks has free and fast Internet access could be reborn.

OTHER ITEMS THAT COULD HELP WITH ENHANCING THE BRAND TO ATTRACT MORE OF THE TARGET AUDIENCE. (CONTINUED)

Like all very successful companies, Uber has done a terrific job at marketing their business to be one of the most successful companies in existence today. For a company that is solely based on an application and sells no physical products; this company has an estimated net worth of $70 billion. That's an amazing number considering that this company has only been around since 2009.

Given the facts that marketing is something that is almost perfected in the hands of Uber, it's hard to decipher new ways to enhance this brand. But one thing that Uber could do is television commercials. As I mentioned before, I have never seen an Uber television commercial. The commercials would not be directed towards the consumer, but direct to the entrepreneur, demonstrating to them how they could pull in some extra income.

Another way to enhance the Uber brand is by distributing Uber decals to its' drivers. The majority of drivers' vehicles have no recognitions that they are with Uber. The driver usually has to roll down his or her window and say, "anyone call for an Uber." The distribution of some sort of removable decal could advertise the brand and help riders recognize their rides.

My Exercise App

The purpose of the My Exercise app is to assist users in accomplishing fitness goals by providing proper fitness schedules and helping them develop good dieting habits. Fitness schedules will be presented in the form of a calendar, allowing users to select the current day to open up a day's activity routine. Along with the fitness routine, users will be provided with a suggested meal plans that compliment their desired fitness goals, allowing them to take their ideal body image from concept to reality.

The idea behind logo is a button that represents the user. The button gets pushed so the user can work on "ME" (themselves). "ME" represents the initials of the app name.

Who is the target audience?
The target audience is individuals who want to develop good fitness routines and set proper dieting habits. A larger percentage of the target audience consists of individuals who are currently unhappy with their lifestyle and want to make a change to their body image. Another section of the target audience involves individuals that want to take their activity to the next level.

What age group do you think is the target age? 20-45

Is there a gender audience for the brand? Neutral

What is the level of education of the potential customers? No specific level of education is required.

What is the income level of the potential customers? No specific income level is targeted.

What is the family situation of the audience? Are they married, widowed, divorced, parents?
The ideal family situation is singles that have extra time to engage in extra activity.

Where is the target audience located?
Target audience is located college campuses and gyms worldwide.

Who else is competing for the audience's loyalty and devotion?
Fitness apps are a huge market with a lot of competition. Some other apps include FitStar, MyFitnessPal, Jetlift Workout, Lose it!, And Map My Fitness.

Is the brand targeting business or the consumer sectors?
The brand's target is the consumer sector.

Some of the elements needed for this style guide will be:
Icons: To identify events on the calendar like lift days, cardio days and rest days.
Logo: To compliment the brand of the product.
Logo description: To explain the influence of the design.
App Icon: To be the face of the application.
Colors: To set the look and mood of the application.
Fonts: To display information and other text elements.
Business model: To explain the purpose of the application.

My Exercise App Style Guide

Logos

RGB
Logo

Reverse
Black & white
Logo

Black & white
Logo

Logo Colors

R 214, G 69, B 65
HEX #D64541

R 128, G 120, B 120
HEX #807878
40% Transparency

App Colors

R 239, G 221, B 182
Hex #EFDDB6

R 239, G 223, B 180
Hex #EFDFB4

R 237, G 218, B
Hex #EDDAB2

Icons

App Logo

Fonts

Titles/Headings	**Sketchnote Text Bold**
Logo/App Logo	**Sketchnote Text Bold**
All other text	Pt Sans regular

RESOURCES

Dell Inc. (n.d.). Dell Official Site. Retrieved September 09, 2016, from http://www.dell.com/en-us/ Screenshot

Dell Software, Inc. - April 14, 2016 - Everyone. (2016). Dell Mobile Workspace - Android Apps on Google Play. Retrieved September 09, 2016, from https://play.google.com/store/apps/details?id=com.dell.workspace App Icon Images

Dell Logo. (n.d.). Retrieved September 07, 2016, from http://famouslogos.net/dell-logo/

Forbs. (2016, May). Retrieved September 08, 2016, from http://www.forbes.com/companies/starbucks/

Funk, J. (2015, April 13). Uber's Business Model. Retrieved September 07, 2016, from http://www.slideshare.net/funk97/ubers-business-model

Get insider info about Starbucks competitors and the key people involved. (2015). Retrieved September 07, 2016, from http://spiderbook.com/starbucks-competitors.html

Johnson, M. (n.d.). Who Are Uber's Biggest Competitors? Retrieved September 07, 2016, from https://www.zacks.com/stock/news/229654/who-are-ubers-biggest-competitors

O'FarrellLake, R. (2016, August 28). Who Is Starbucks' Target Audience? Retrieved September 07, 2016, from http://smallbusiness.chron.com/starbucks-target-audience-10553.html

Starbucks. (n.d.). Starbucks Coffee, Tea, Drinkware, and Gifts | Starbucks Store. Retrieved September 09, 2016, from http://store.starbucks.com/ Screenshot

Uber Technologies, Inc. - September 6, 2016 - Everyone. (2016). Uber - Android Apps on Google Play. Retrieved September 09, 2016, from https://play.google.com/store/apps/details?id=com.ubercab App Icon Image

Uber. (n.d.). Retrieved September 09, 2016, from https://www.uber.com/ Screenshot

CASEY SCOTT
E: CJSCOTT@FULLSAIL.EDU

MOBILE DEVELOPMENT
FULL SAIL UNIVERSITY