IDEV Questionnaire (for apps)

How does it work?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **You answer 10 questions:** This brief questionnaire will help identify your goals and expectations for your new or current iOS/Android app.
2. **IDEV reports back with a proposal within a week:** We know speed is important, so we make it our priority to report back as soon as we can. We’ll walk you through exactly how we plan to create or improve your new or current iOS/Android app.
3. **IDEV begins work and delivers:** As soon as you are ready, we start working to bring your ambitions to fruition. Satisfaction guaranteed.

The Questions\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please type your answers in this document and email the completed file to hello@idevtechn.com

1. Why do you want a new app or a current app redesigned?
2. What are the primary/secondary goals of the app you want? (include URL to the app if it is a current website either on the App Store or Google Play)
3. How will you measure the success of a new app or app redesign?
4. How do you want users to respond to this app?
5. What's right/wrong with the app now?
6. Are there technical constraints or other limitations that should be considered while redesigning this app? (be as specific as possible)
7. How would you describe this app's typical user?
8. Which users are most important? (e.g. how would you prioritize between current customers, new customers, job seekers, the press, etc.)
9. What are the strengths/weaknesses of similar apps at competitor sites or elsewhere on the Web? (include URLs if applicable)
10. Is there anything else IDEV should know?

For more information on IDEV\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email us at hello@idevtechn.com or visit http://www.idevtechn.com