App Overview:

Description & Requirements

App Name: "Convo" – *Spark a new conversation*

Version: 1.0 – *Proof of Concept*
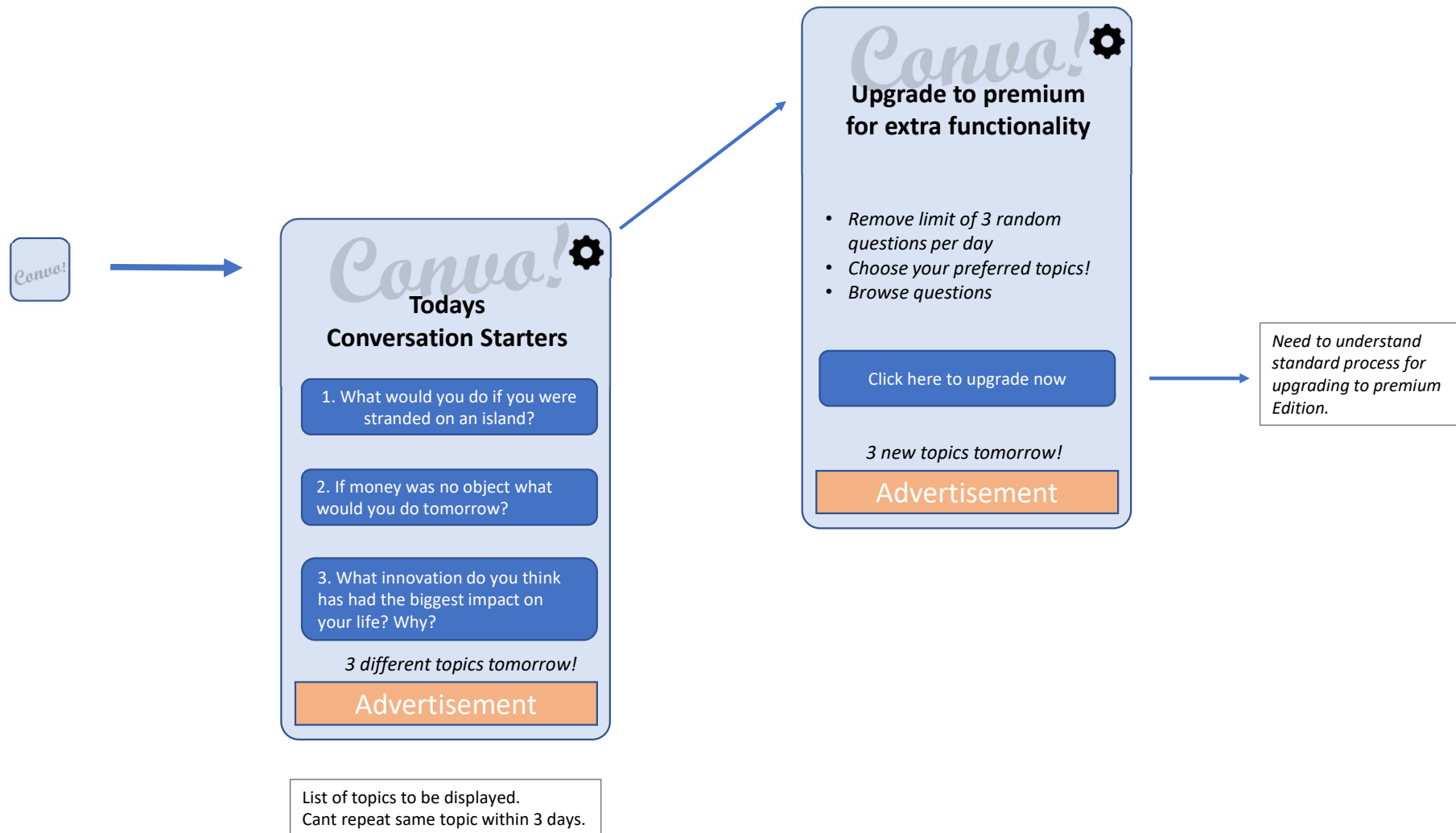
Context Overview and Requirements

App purpose:
- People who are isolated together are running out of conversation, and sick of talking about Covid.
- The aim of this app is to spark new conversation, be that deeper debate or opinion or light hearted fun.
- ***Objective of Version 1: Keep it simple, quick build, looks good, but low cost.***
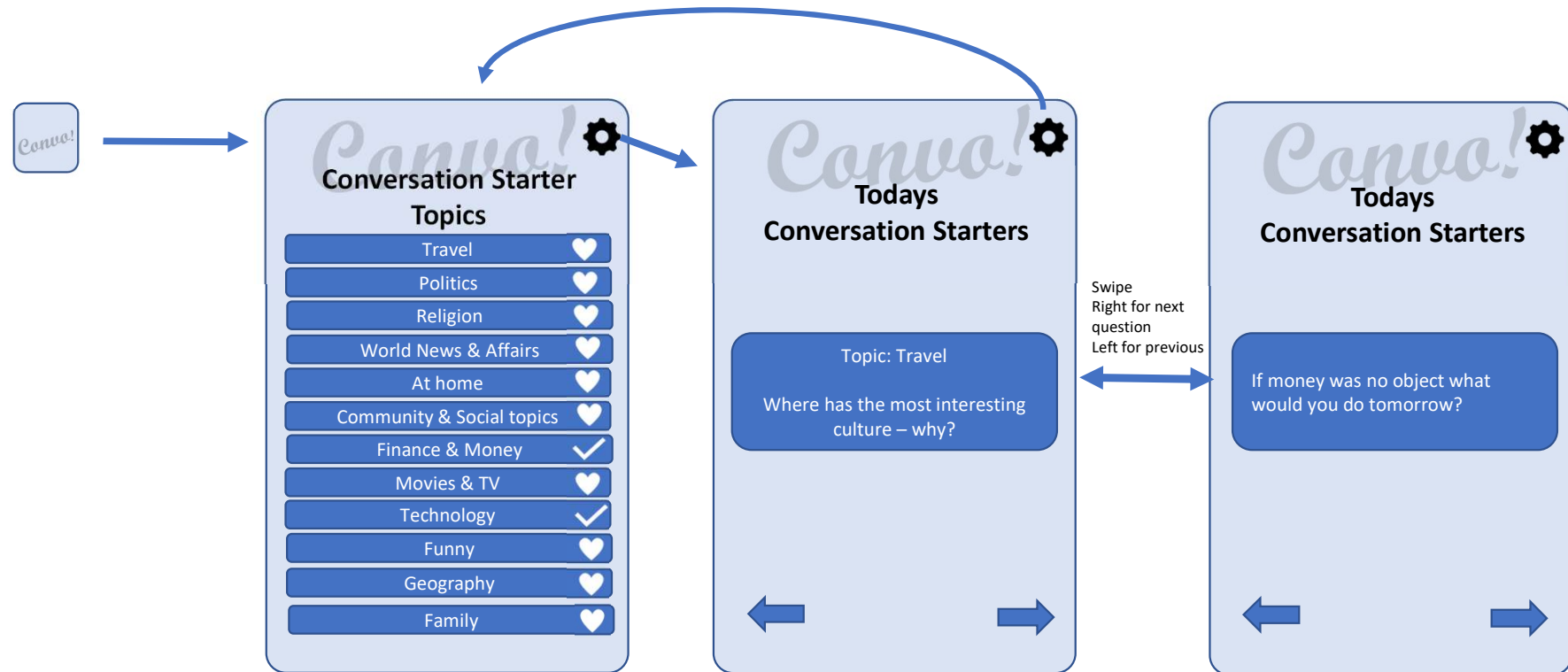

This Pack Contains:

- Slide 2: App Purpose (This slide)
- Slide 3: Storyboard – Freemium edition
- Slide 4: Storyboard – Premium edition
- Slide 5: Functional & Technical Requirements
- Slide 6: Design Requirements
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Storyboard: 'Free'mium Edition

Convo!

Todays Conversation Starters

1. What would you do if you were stranded on an island?

2. If money was no object what would you do tomorrow?

3. What innovation do you think has had the biggest impact on your life? Why?

3 different topics tomorrow!

Advertisement

List of topics to be displayed.
Cant repeat same topic within 3 days.

Convo!

Upgrade to premium for extra functionality

- *Remove limit of 3 random questions per day*
- *Choose your preferred topics!*
- *Browse questions*

Click here to upgrade now

3 new topics tomorrow!

Advertisement

Need to understand standard process for upgrading to premium Edition.

Storyboard: Premium Edition

Click Settings icon to Configure topics to be included from any screen.

Convo!

Conversation Starter Topics

- Travel ♥
- Politics ♥
- Religion ♥
- World News & Affairs ♥
- At home ♥
- Community & Social topics ♥
- Finance & Money ✓
- Movies & TV ♥
- Technology ✓
- Funny ♥
- Geography ♥
- Family ♥

Todays Conversation Starters

Topic: Travel

Where has the most interesting culture – why?

← →

Swipe
Right for next question
Left for previous

↔

Todays Conversation Starters

If money was no object what would you do tomorrow?

← →

List of topics & Questions to be manageable.

Q: What's the easiest way to have an updateable list in a file (not database)? Which can be pushed out as app updates?

Note:
- Swipe Right: gets 'another conversation question', which is a random question (preferably not sequential) across any of the selected topics,
- Swipte left is to go back to the previous question.

- Ideally this is a finger swipe, and not arrow buttons, but could be both if better usability.

Functional & Tech Requirements

1. App Technical Requirements - Overall:

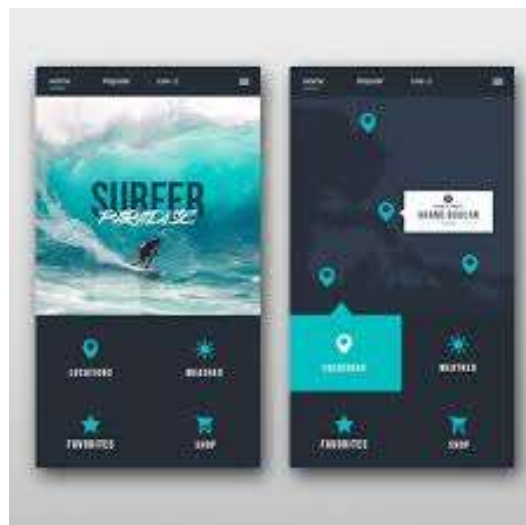| ID	Requirement	Detail	Priority
1.1	Google play store and Apple store	• We have a Google Developer account and an Apple Developer account in which to be published. Note: Have not published to apple store. • This is my first attempt mobile app dev, & release process. Will need some help in process of submitting to app stores.	Must have
1.2	Build using Flutter	• I'm learning flutter. This is my preferred dev platform.	Must have
1.3	Free'mium and Premium Edition	• Want to provide as 1 app on the stores, with an ability to upgrade using an in app purchase to upgrade to premium. See storyboard. • **Free edition:** only shows 3 questions per day, 3 different questions tomorrow. Cant show same questions within last 3 days. This list should be separate from Premium and not categorised by topic. • **Premium edition:** allows users to select topics in which questions are prompted.	Must have
1.4	Advertising – Google Ads	• Want to run advertising on the freemium version. Turn off for Premium edition. • Have limited experience with Google Ads previously. Open to recommendations on advertising networks for IOS, and best approach across platforms.	Must have
1.5	Topics & Questions lists	• Preference is file based repository over Database (feel that's overkill for this app). • I need to be able to update, add, remove topics and questions (happy to be in a reference file in project) where I can update and push an updated version of the app. Also open to other options for this.	Must have
1.6	Analytics	• Must integrate industry analytics tool – e.g. Google Analytics or Firebase, to show: • User metrics (usage, geography, platform, paid vs free), • Revenue metrics, etc.. Open to discuss recommendations • Performance (app speed & performance, identify any issues) Open to discussion on recommendations	Must have

2. Functional Requirements:
- See Storyboards - Hoping the functional requirements are clear enough.
- Happy to discuss any questions, or contribute ideas.

Design Requirements

3. Design Requirements:

ID	Requirement	Detail
3.1	Overall theme – Version 1: Keep simple, but appealing.	• Needs to look clean, modern and 'slick' and visually appealing, but simple • Theme colour(s) – Blue preferred, open to suggestion. • Looking for use of icons, colours, fonts, widgets/tiles to reflect modern apps. • Some inspiration ideas below, but open to new ideas… • Don't use photo's customised to topics – keep to colours. Don't want to have to find imagery. • Obviously, no copyright infringement issues.
3.2	Icons for Google Devices and IOS devices	• Using logo on icon, clean, crisp, appealing
3.3	Logo	• Need a simple but good looking logo for Convo!
3.4	Advertising space	• Consider advertising space – need to determine sizes and approach with developer.
3.5	Topic List	• Access topic list to choose what topics you want to include in random questions. • Consider if more topics than can be displayed on screen, should be able to scroll for the topic list.
3.6	Questions	• Questions should be: • 3 per page on Freemium with no swipe functionality • 1 per page for Premium (with option to swipe left 'Previous' and right 'Next')

Sample Topics and Questions

3. Sample: Can be used for both Freemium and Premium Versions

Sample Topic	Sample Question	Use on Freemium	Use on Premium
Travel	What's your most memorable travel story?	Y	Y
Travel	Where's the best place you've ever visited? And why?	Y	Y
At home	What's the next project you are going to do? If none, what would you do if you could?	Y	Y
Politics	If you were running for President or Prime Minister, What would be 3 promises you include in your campaign?	N	Y
Family	Do you have any veterans or serving members in your family? What's something people may not know that you know about them?	Y	Y
Movies & TV	Which is the better streaming service & why?	Y	Y
Funny	Everyone has to come up with a joke.	N	Y
At home	What would be one aspect of your home you'd really like to change, and why?	Y	Y
Geography	What's the Capital of Australia? *Answer: Canberra*	N	Y
Religion	Do you believe in Life after death? Why / why not?	N	Y

Note: I'll build out this library, and add to on frequent basis.