CommunityPoint iPhone® App Checklist

1. Application Name
   1. Short App Name. This is the name that will appear under the icon on the device.
   2. 211HOI
   3. Full App Name. This is the name that will appear on the App Store.
   4. **Heart of Illinois 2-1-1**
2. Application Description. This is a paragraph description that you would like to see on the App Store that tells about your community, service, etc.  
     
   The Heart of Illinois 2-1-1 app allows you to search for community and social services in central Illinois including Peoria, Tazewell, Woodford, Marshall, Stark and Putnam counties.
3. Keywords. These are search words that people might type to find your app in the App Store, such as the name of your organization, counties you serve, specific services you offer, etc. According to Apple, “Improper use of keywords is the fourth most common reason for App Store rejections. When you spend the time to come up with well thought out keywords for the audience you’re trying to reach, it increases the likelihood they will find your app on the App Store.” and that one of the most common rejections are for “irrelevant keywords (i.e. keywords not pertaining to the submitted application).”

This can be no longer than 54 characters. Separate keywords by commas.

Example: Tampa Bay,Crisis Hotline,Pinellas County  
 **Central Illinois, Social Services, Peoria Illinois**Bowman will add a standard set of keywords applied to all CommunityPoint apps:

(CommunityPoint,2-1-1,I&R,Information and Referral,211)

1. Mission Statement. This is a sentence or small paragraph that you would like to appear under “Mission” on the information page inside the app.  
     
   ***The Heart of Illinois 2-1-1, a partnership between the Heart of Illinois United Way and Advanced***

***Medical Transport of Central Illinois, offers 24/7 access for information and referral to community and social services throughout Peoria, Tazewell, Woodford, Marshall, Stark and Putnam counties.***

1. Website URL. This is the website that will be opened when the user taps the “Website” button.

**http://www.211hoi.org**

1. Phone Numbers. List the phone number that will be dialed when the user taps the “Call Helpline Counselor” button, as well as any other phone numbers to be shown under “Contact Us” on the information page inside the app.   
     
   ***309-999-4029* ... if we need to use the 855 toll free number, let me know. AMT prefers the 309 number**
2. Home Screen Layout. We currently have two different choices for the home screen layout. The first option is to have the top button be called “Help Video”. This will open a YouTube video demonstrating how to use the app. The second option is to have the top button be called “Call Helpline Counselor” (or other “Call” text). This will dial the main phone number listed in (6) above. In the second option, a link to view the help video is placed in the information page.

**Please use Option 1 Example: See Figure 1 (the 211Connects app).**

1. Home Screen Images. Please supply the two images that will appear above and below the three buttons on this home screen.   
    **Attached to email.**

They need to be at a high resolution to look good iPhone 4’s.

The top image should be around 512x251 px. The bottom should be around 512x114 px.

See Figure 3 for an example of a top image used by the 211Connects app.

See Figure 4 for an example of a bottom image used by the 211Connects app.

1. App Icon. Please supply a 512x512 px icon in 32-bit or 24-bit color .PNG (recommended) or .TIFF file format (files cannot be in JPEG or GIF format). Bowman Systems’ developers will scale the provided icon to various sizes needed. To ensure that the supplied icon will look good in all sizes, please test the 512x512 px icon by scaling it down to 57x57 px and reviewing before sending to Bowman Systems.

Do not try to mimic the styles an icon has on a device (rounded corners, glassy effect, drop shadow, etc.). The icon must have square edges and must contain no transparency.

Do not try to fit many words on the icon. Avoid placing the app name on the icon. When the icon is scaled down to a small size most words will become unreadable.

See Figure 5 for an example of a good icon used by the 211Connects app.

See Figure 6 for an example of a good icon used by the 211SOUTHFL app.

See Figure 7 for an example of an icon that would not scale well and mimics device styles.

See Figure 8 for an example of what the icons will look like on the device.

**Attached to email.**

1. Price. What will the price of the app be? It can be free or in $1.00 increments starting with $0.99.  
   **Free**
2. Regions. Will the app be available for download worldwide or will it be restricted to certain countries? **United States**