

07/03/17

- R&D
- Sketches
- Prototyping
- Testing & Refining
- Launching

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Q: WHAT IS POOL HOP?

A: Pool Hop is a platform for pool owners to share their outdoor water-boxes with people in need of a good soaking.

Q: HOW DOES IT WORK?

A: Pools range from \$40 an hour to \$100 an hour. These prices are completely dependent on the amount of people using / renting to the type of pool / pool area is, and what it offers.

Q: HOW DO I USE IT?

A: It'll be exclusive to the Apple app store at first but will then branch out to Android & via the web.

Q: WHAT TYPE OF PERSON WOULD USE THIS?

A: Our target audience is meant to appeal to primarily Caucasian females ages 16 - 30.

Q: WILL THIS APP DO EVERYTHING?

A: No, we plan to integrate other companies service into our platform.

In short, we want to create strong partnerships with existing platforms for rental - UBER / LYFT / CRAIGSLIST.

Some like craigslist will have further integration such as showing results within our native app.

If our customers want a ride to the flooded basement with no roof outside - we want to provide them with other services that we appreciate.

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04/08/17

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Q: WHAT IS POOL HOP'S STYLE?

A: Seapunk or I guess "vaporwave" culture as they classify it now.

Yes, our audience is mostly women but the "conformative" colour identity of femininity is not meant to raise doubt on the LGBTQ+ community.

Pink, purple and oversaturated calming colours like muted blue or flamingo pink. Superkid ice-cream on LSD.

Does it have an odd feeling, an uneasiness to it? Yes, think about those crazy stock 3D modelling characters [URL].

Q: ARE YOUR ANSWERS GETTING LONGER, & MORE ABSTRACT?

A: Yes. Also, we are hiring copywriters! [URL]

P.S. - We do not need a CEO. (yet)

Q: DID YOU USE A RULER FOR THAT LAST QUESTION?

A: No, it actually just came out perfect unlike the first question line.

Q: HOW MAKE APP? *CARE SPARK*

A: The team should consist of a front end developer, two designers and two backend developers. Designers will double as marketing design but two marketing copywriters will write ads & pitch to the Creative Director - me (Andy!)

oh hi!

Hi Andy

...

(You write something nice back to me)



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