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| elegant, functional  media design and development | Rouviere Media  878 N. 1200 E. Mapleton, Utah 84664 Phone: 919-303-9586 Web: [www.rouviere.com](http://www.rouviere.com)  E-Mail: forrest@rouviere.com |

APP QUESTIONNAIRE

To design an app that meets your needs and the needs of your app’s users, we need to know more about your business and needs. This questionnaire will help you give us that information. Please also add any other information that you think would be helpful.

1. What is the purpose of your app? What do you want it to do for your organization?

2. How does this purpose fit into the larger mission of your business, organization or project? In other words, how will the site interface with the other parts of your business or organization?

3. Do you have examples of similar apps that you like or don't like? What do you or don’t you like about them?

4. What do you like or dislike about your current app?

5. What colors would you like to use (please choose 3-5 colors)?

6. What colors do you want to avoid?

7. Do you need a logo or changes to an existing logo?

8. Is there a particular style of app or look that you like?

9. What are the approximate app sections you want and their function?

10. Do you have the content for the app in hand or would we need to create it? Do you hold the copyright for the content?

11. What is your time frame or deadline?

12. What is your budget? This may seem like a nosy question, but knowing your budget constraints is essential to ensure that we accomplish what you want to do while staying within those constraints. We can build your app in phases and prioritize the order we put features in place if your current budget doesn’t allow every feature you want at this point. This will save you money in the long run because we can craft this plan to use your app resources wisely so you don’t have to pay for workarounds and expensive redos down the road. It is one of the most important factors in ensuring that your app project will be a success.

12. Do you want any of the following features? If so, please describe them.

E-commerce capabilities.

Database.

Video, slide shows or infographics.

Forms (contact, work orders, etc.)

Social media.

13. Once the app is up and running, do you have on-going expansion plans? If so, what are they?

14. What are your on-going maintenance requirements?

15. Will this app need to be compatible in look and function with other non-web media – brochures, posters, T-shirts, tickets, name tags? If so, what will those include? Do you want us to design those? If not, can you provide them so that we can use them as a guide in creating the app?

16. Does the app need to be compatible with a larger corporate identity? If so, do you have any guidelines or a style guide that we can use as a resource?

17. Do we need to avoid any specific features in the design or function of this app?