

All of us at DatAchieve are looking forward to working with Apprentice House Press on the design and development of the new Author Royalty web application. In order to help ensure a successful launch and a favorable outcome, we would like to gather feedback and use this information as the basis for our initial planning meeting and to outline our approach as we move forward. You may skip any questions that you believe were covered in the Royalty App Requirements document, or expand on your initial outline. These questions are meant to be a starting point for discussion, so feel free to expand and comment on things that you believe are important to the project even if they are not included here.

Thanks,



Norma Kolson
Principal, DatAchieve Digital

Website Application Questionnaire for Apprentice House Press

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Prepared for Kevin Atticks

Prepared by: Norma Kolson



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INTERACTIVE MEDIA & MARKETING

Apprentice House Press **Questionnaire**

Purpose and Audience

What are the primary services offered by Apprentice House Press?

How do you currently track and report author royalties?

What is your biggest frustration with your current system, and how do you expect the web application to improve the process?

How would you describe a typical user? (Age? Education? Technical ability?)

Application Functionality

Please describe the basic functionality of the web application.

What functionality do you anticipate adding in the future, if any?

What activities would you like an administrator and an author to perform? Describe the user flow for each role, from login to completion of the user's tasks.

How should information within the web app be categorized? What search filters would you like to see? (Author/order by date/order by sales/order by amount owed?)

In addition to manually entering information directly into the web app, do you anticipate uploading and downloading data? If so, how and in what format?

How long would you like to store data? Indefinitely or archive after a certain amount of time?

Purpose and Audience

Are there similar web applications or services that would be useful for us to review?

Are there any branding or style guidelines we need to follow?

Measuring Success

What is your biggest concern regarding the development of the new web application?

What criteria would you use to measure its success over time?

Whew! So to wrap things up...

What haven't we asked you that you think would be valuable for us to know?