

Pages from:

CB Life iPad app Development Plan

Intital timeline/plan

+

Section 02c (competitor research)

CB LIFE IPAD APP DEVELOPMENT

THE PLAN

01. BRIEFING/BRAIN-STORMING

02. PROJECT OUTLINE

- a) Defining calls to actions
- b) Defining app functions
- c) Researching competitor apps
- d) Refining target audience and app goals

CLIENT SIGN OFF REQUIRED

CD SIGN OFF

03. BACK-END PLANNING/NAVIGATION TREES

04. CONTENT PLANNING AND AUDIT

- a) Planning what we want and what we have
- b) Collection and catagorisation
- c) Refining information/section deployment
- d) Possible new content to be developed

CD SIGN OFF

05. WIRE FRAMING AND INTERACTION BOARD

06. DESIGN SKIN AND STORY BOARD

- a) Stage 1: Agency to present
- b) Stage 2-4: Changes and tweaks by client

CD SIGN OFF

CLIENT SIGN OFF REQUIRED

07. DESIGN OPTIMIZATION AND INTERACTION OUTCOMES

08. BUILD AND DEVELOPMENT

- a) Interaction mapping/building
- b) Skin programming/implementation

09. TESTING

- a) Stage 1 - Agency
- b) Changes and tweaks by agency
- c) Stage 2-3 - Client
- d) Changes and tweaks by client

CLIENT SIGN OFF REQUIRED

10. LAUNCH/SUBMIT TO APP STORE

- Internal/external launch



02. PROJECT OUTLINE

c) Researching competitors

App Store > Business > Deloitte LLP



Free App

Category: Business
Updated: Jul 19, 2011
Version: 1.2.4
Size: 3.8 MB
Language: English
Seller: Deloitte Services LP
© Deloitte Development LLC

Rated 4+

Requirements: Compatible with iPhone, iPod touch and iPad. Requires iOS 3.1.3 or later.

More iPhone Apps by Deloitte LLP

Deloitte NCC

I Want To Be

Description

I Want to Be
You're a unique, talented person. But do you stand out in a crowd? I Want to Be can help you create a personal brand statement that sums up your strengths and skills, and gives others a powerful first impression. In today's competitive marketplace, knowing what sets you apart is a critical step in positioning yourself for success....

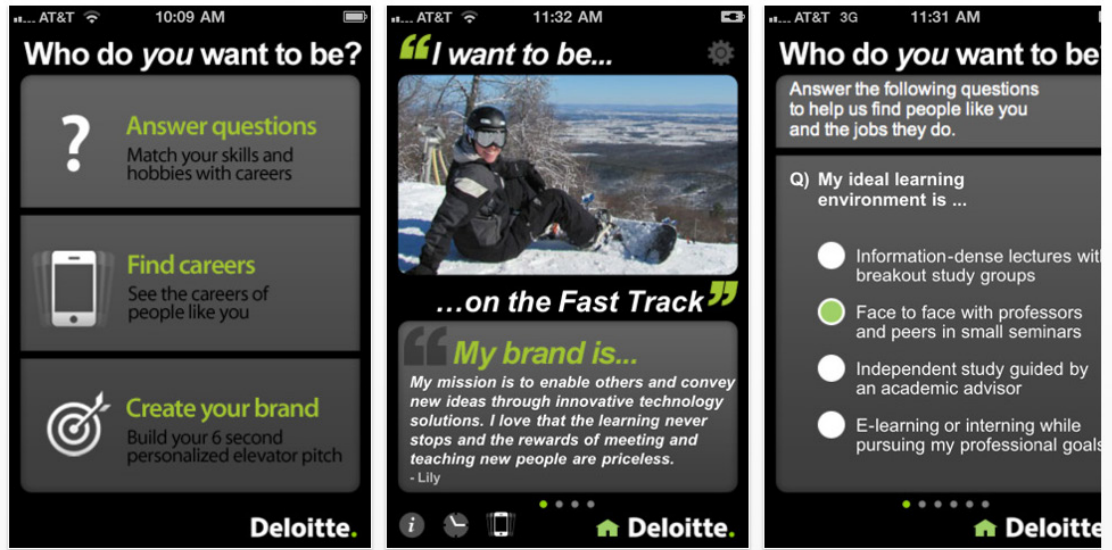
...More

Deloitte LLP Web Site > I Want To Be Support >

What's New in Version 1.2.4

- Fixes iPad crash bug.
- Fixes bug in hiding scratch and win result dialog.

iPhone Screenshots



Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

Rate this application: ★★★★★

Customer Reviews

There are no reviews for the current version of this application.

Be the first to write a review >



App Store > Games > InCent



Deloitte BrainGames

Description

Dyrk hjernen din med Deloitte BrainGames!

Hos Deloitte er vi opptatte av å dyrke frem hjernene våre, og for at hjernen skal vokse trenger den regelmessig trening. Derfor har vi laget Deloitte BrainGames som du kan laste...
...More

InCent Web Site > Deloitte BrainGames Support >

What's New in Version 1.1

Bug fixes.

Free App

Category: Games
Updated: Sep 15, 2011
Version: 1.1
Size: 8.0 MB
Language: English
Seller: InCent Pte. Ltd.
© 2011 InCent

Rated 4+

Requirements: Compatible with iPhone, iPod touch and iPad.Requires iOS 3.0 or later.

More iPhone Apps by InCent



Kvik Alnabru
Alex
Treider
Knerten

iPhone Screenshots



App Store > Business > ENOVAX



Connect.Grow.Inspire.

Description

Connect.Grow.Inspire.

At Deloitte, we strive to help our people connect, grow and be inspired every day, and that's what makes Deloitte the right choice for you....

...More

Connect.Grow.Inspire. Support >

Free App

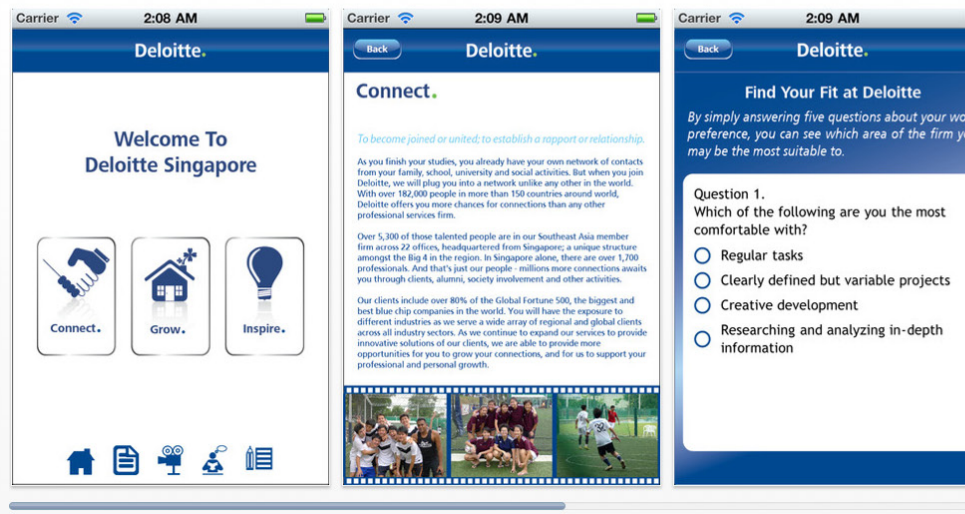
This app is designed for both iPhone and iPad

Category: Business
Released: Dec 10, 2011
Version: 1.0
Size: 48.9 MB
Language: English
Seller: ENOVAX Pte. Ltd.
© Deloitte Singapore

Rated 4+

Requirements: Compatible with iPhone, iPod touch and iPad.Requires iOS 4.3 or later.

Screenshots





Free App

Category: Business
Updated: Feb 23, 2012
Version: 1.2
Size: 1.7 MB
Language: English
Seller: PricewaterhouseCoopers LLP
© 2011, PricewaterhouseCoopers, LLP. All rights reserved.

Rated 4+

Requirements: Compatible with iPhone, iPod touch and iPad. Requires iOS 3.0 or later.

More iPhone Apps by PricewaterhouseCoopers LLP

PwC UK
PwC myTravel

PwC Ireland

Description

PwC Ireland app providing the latest PwC news.

[PricewaterhouseCoopers LLP Web Site](#) > [PwC Ireland Support](#) >

What's New in Version 1.2

A review of the "What's new" section so it updates more frequently.

iPhone Screenshots



Free App

Category: Business
Updated: Feb 23, 2012
Version: 1.2
Size: 1.7 MB
Language: English
Seller: PricewaterhouseCoopers LLP
© 2011, PricewaterhouseCoopers, LLP. All rights reserved.

Rated 4+

Requirements: Compatible with iPhone, iPod touch and iPad. Requires iOS 3.0 or later.

More iPhone Apps by PricewaterhouseCoopers LLP

PwC UK
PwC myTravel

PwC Ireland

Description

PwC Ireland app providing the latest PwC news.

[PricewaterhouseCoopers LLP Web Site](#) > [PwC Ireland Support](#) >

What's New in Version 1.2

A review of the "What's new" section so it updates more frequently.

iPhone Screenshots



Free App

This app is designed for both iPhone and iPad

Category: Business
 Updated: Mar 07, 2012
 Version: 2.2.1
 Size: 1.1 MB
 Languages: English, German
 Seller: PricewaterhouseCoopers LLP
 © PricewaterhouseCoopers UK

Rated 4+

Requirements: Compatible with iPhone, iPod touch and iPad. Requires iOS 4.2 or later.

PwC UK

Description

PwC UK app cited by Sunday Times
 The Sunday Times has listed our app as one of the nine best business apps alongside the FT, the Harvard Business Review and Fortune Magazine. The reviewers were impressed by how easy it is to use and its mix of topical news, videos and podcasts.

The application offers constant access to our latest thinking on the topics that matter to businesses and the people who run them. Our content offerings are updated in real time, along with our insightful videos and podcasts.

The app allows you to filter content based on issue, industry sector or specialism and to share articles with your colleagues and friends via a broad range of social media tools.

It also provides interactive access to our office locations and main contact details.

*FAQ:

Question:
 I have already registered to view the premium PDF content, but I am still unable to access it via my iPhone device.

Answer:

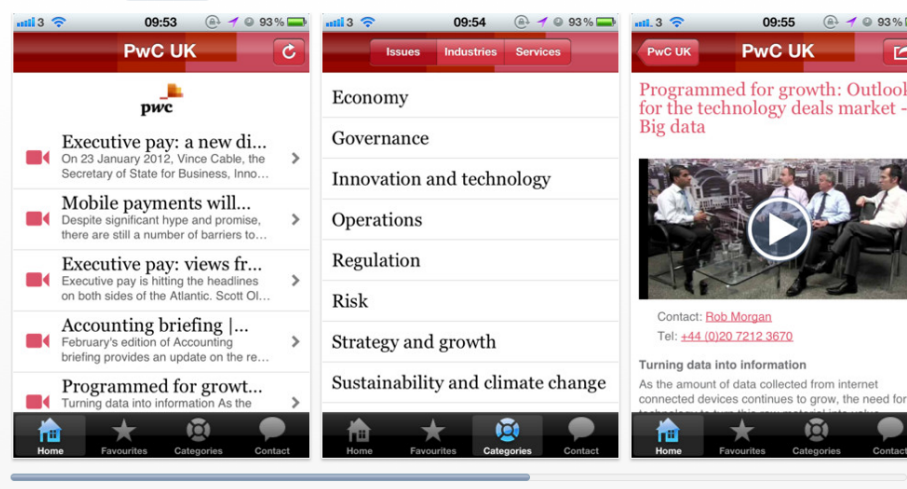
PwC UK premium PDF content section currently uses cookies to grant access, the confirmation link (sent via email address provided upon registration) must be opened locally on your iPhone device.

[PricewaterhouseCoopers LLP Web Site](#) > [PwC UK Support](#) >

What's New in Version 2.2.1

Added "Economy" as a new issues category.

Screenshots



Free App

Category: Business
 Released: Mar 05, 2012
 Version: 1
 Size: 1.2 MB
 Languages: English, French
 Seller: KPMG S.A. (FR)
 © KPMG S.A.

Rated 4+

Requirements: Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPod touch (3rd generation), iPod touch (4th generation) and iPad. Requires iOS 4.0 or later.

KPMG Recrute

Description

Chez KPMG, notre plus grande ambition est de révéler le potentiel de nos collaborateurs. Ce talent qui vous caractérise, nous veillons à lui offrir les meilleures conditions pour le développer à tous les niveaux de votre carrière.

[KPMG Recrute Support](#) >

iPhone Screenshots





App Store > Reference > Morris Innovations



Job Sherpa

Description

Get A Guide - Get Ahead
...

...More

Job Sherpa Support >

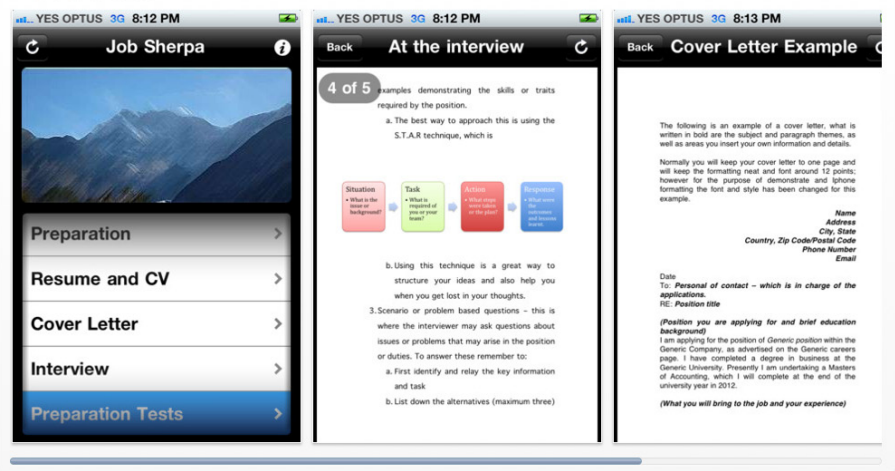
\$0.99 Buy App

Category: Reference
Released: Nov 13, 2011
Version: 1.1
Size: 1.2 MB
Language: English
Seller: Sam Morris
© Morris Innovations

Rated 4+

Requirements: Compatible with iPhone, iPod touch and iPad.Requires iOS 3.0 or later.

iPhone Screenshots



App Store > Business > KPMG Australian Services Pty Ltd



KPMG Insight

Description

KPMG offers industry insight to help organisations negotiate risks and perform in dynamic and challenging business environments. At KPMG we know that to be successful in an increasingly complex business environment - business leaders need reliable information to help them cut through complexity and make informed and sustainable decisions.

...More

KPMG Australian Services Pty Ltd Web Site > KPMG Insight Support >

Category: Business
Updated: Oct 30, 2011
Version: 1.0.7
Size: 0.6 MB
Language: English
Seller: KPMG Australian Services Pty Ltd
© KPMG Australian Services Pty Ltd

Rated 4+

Requirements: Compatible with iPhone, iPod touch and iPad.Requires iOS 3.2 or later.

What's New in Version 1.0.7

iOS 5 fixes

iPhone Screenshots





App Store > Productivity > Intelligent App



Deloitte Online Talent

Description

About us :
Deloitte Talent Search falls under the Deloitte Human Capital Consulting Group. Established in August 1998, Deloitte Talent Search provides end-to-end staffing solutions. Her...
...More

[Intelligent App Web Site >](#) [Deloitte Online Talent Support >](#)

What's New in Version 1.11

* Minor Bug Fixed

Category: Productivity
Updated: Nov 11, 2011
Version: 1.11
Size: 1.2 MB
Language: English
Seller: Intelligent App
© 2011 Agensi Pekerjaan Deloitte KassimChan Sdn Bhd.

Rated 4+

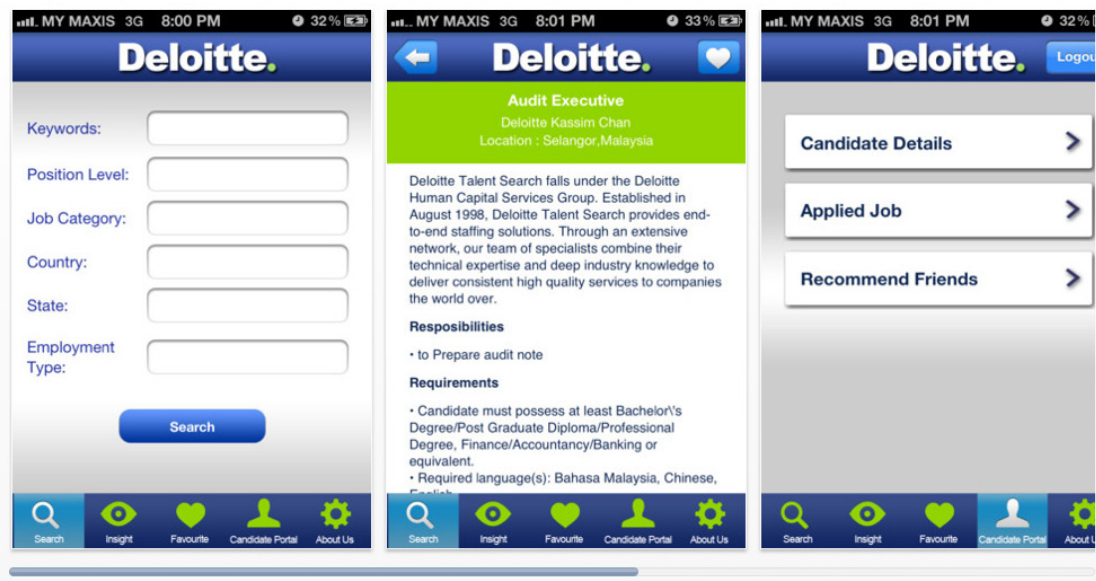
Requirements: Compatible with iPhone, iPod touch and iPad.Requires iOS 3.2 or later.

More iPhone Apps by Intelligent App



Invisible Tennis
iLED Flashlight Free
iMoonCake
Check Me

iPhone Screenshots





02. PROJECT OUTLINE

c) Researching competitors: Insights gained

Job finding

- Cover letter prep
- Interview prep/advice
- Lodging applications in app
- Prep tests (interactive)
- Recommendations and sharing to friends/colleagues

Game/Interaction

- Brain teasers
- Competition/scoring with other players
- Match careers to player personality
- See others who have careers that you match
- Find your fit

Company engagement

- Testimonials from staff within company
- Celebration of talent
- Descriptions of offices
- News

Recommendations for navigation schemas

- Group 01: Opportunities/Advice & Prep/Game (*Actions*)
- Group 02: Company News/Testimonials/Celebrations of talent (*Topics*)
- Group 03: Co-op as separate category for grad students (*Phase based*)

Audience based schema on level 1