**by Deltina Hay**

**Mobile App Strategy**
**Bootee the Sock Monkey Cootie Catcher App**

*The Bootee app is an app created "just for fun" by Plumb Web Solutions, a consulting and development firm in Austin, Texas. The point of the app is for Bootee the sock monkey to offer "fortunes" in cootie catcher (finger origami) style. The app's purpose is to promote the Plumb brand and make a little bit of money monetizing the app.*

**I. Target Market, App Category, Platforms**

**Describe your target audience:**

*The target market for Bootee could potentially be quite broad. The humor is meant for an audience 13 years and older, but will more likely appeal to an older demographic. The goal is to drive traffic to the Plumb site and to the other apps they develop, which also cover a large demographic.*

**What type of app will you create (native or web)?**

*The Bootee app will have a light version and a full-featured version. The light version could easily be developed as a web app (that can be converted to a native app), but the full-featured version needs to be a native app.*

**If a native app, which platforms will you develop your app for?**

*Bootee will be developed for iOS and Android only. The target market does not justify other platforms.*

**II. Type of App, App Functionality**

**What type of app will you create? Describe the functionality and purpose of the app you plan to create.**

*The Bootee app is a "just for fun" app meant to drive website traffic and make a little money.*

**How will the app benefit the user?**

*Provide some humor to their day.*

**Does the app engage the user in a way that will encourage brand loyalty? How?**

*Yes, by offering something for free, they will hopefully click on offers for other apps developed by brand.*

**How will you personalize the app experience for the user?**

*Encourage users to contribute their own Bootee fortunes.*

**How will you keep the app content dynamic and engaging?**

*Add new fortunes, introduce new features, and offer contests.*

**III. Native Features**

**Select the native device features that should be accessible by your mobile app.**

*Initially, the Bootee app will not take advantage of any native device features. As the app progresses, however, it will use file storage, push notifications, and shake functionality.*

**IV. Budget**

**What is your budget for app development? What is your budget for app maintenance?**

*Since Plumb will develop the app in house, the initial budget can be kept to minimum. They plan to use the Tiggzi hosting plan at $10/month, and invest more into development if the initial launch is successful.*

**V. Native App Options**

**How will you create your native app? If an HTML5 app, what tool or service will you use to prepare the build (convert)?**

*The Bootee app will be written in HTML5 and eventually converted to a native app using Phone Gap.*

**VI. Web App Options**

**How will you create your web app? If a framework, which will you use?**

*Plumb will use the Tiggzi framework to create the Bootee web app. From there, it is easy to produce Phone Gap files necessary for the native app conversion.*

**VII. Mobile App Stores**

Depending on the platforms you plan to develop for, in which stores will you distribute your app?

- *Apple App Store*
- *Google Android Market*
- *Amazon Appstore*
- *GetJar, Handango, Zeewe*
- *Other independent stores*

**VIII. Solution Criteria/Conclusion**

*Plumb has already decided on a framework (HTML5, CSS3, JavaScript using Tiggzi) and conversion solution (Phone Gap) that will sustain the Bootee app over its lifetime. They do not plan to consider any addition solutions at this time.*