

Client Interview Questions

General Questions

1. Please tell us about your business and how you plan to use this app in your business?
2. How does the client want to approach this task? How do we complete your objectives of assimilation and automatization?
3. What kinds of functionality does the client want for the initial phases of the project?
4. Does the client want only the functionality or do we need to make the UI appealing?
5. Who are the target demographics/users?
6. The timeline you're thinking? When do you want the first levels to go up?

Application Design & Business Model

1. Will users have an account or will all data be stored locally?
2. How do you plan on making money through this app? Paid app? Subscription-based? Freemium? Ads? In app purchases? Or no money?
3. What is the first language that you want us to develop the app for?
4. What other languages are a high priority to include in later stages of development?
5. What kind of data do you want to collect?

Game Design (Questions Focus Specifically on gaming aspect, not business model, or menus, etc.)

1. Do you have games in mind for us to develop or are we responsible for designing the games too?
2. If you have any ideas for what you want, what is a typical "level" like?
3. How do users measure their progress in-game?
4. Are there multiple games or just one? A bunch of mini-games?
5. Explain what kind of animation you're looking for, have any mockups for characters/style? Are you expecting us to do all the artwork and design and animation?
6. How would you like different grammar and vocabulary distributed across different levels/games? Do you have lesson plans for each level?
7. What makes you different from Duolingo?
8. What features do you like about Duolingo/Rosetta Stone that would point us in the right direction?
9. What are some of the features you want it to have besides pronunciation buttons, 3D animation and voice recognition?
10. What are the highest priorities of features?
11. Do you have any resources with regard to voice recognition?
12. What are your thoughts on AR?

Communication

1. What is your availability in case we have questions?
2. How can we best contact you?

3. Are there other teams that we should keep in contact with for collaboration?

Development Software

1. Currently, it is stated that we will use Unity for development. Are other environments an option?
2. We plan to use Windows OS as a team to develop the product to allow for minimal difficulties in sharing code. Will this be okay with your business?
3. Is there any other software that we may need to develop this application?