



TIME TRAVELER TOURS & TALES

CLIENT WORK-FLOW PROCESS

HERE'S HOW WE WORK:

First, we chat.

You tell us what you're hoping for, what your challenges are, what your budget is. We tell you how we can realize your goals at a cost that suits you... and much, much more. You get to know us; we get to know you. We decide together if it seems like a good fit.

We hope it will be.

Next, we discover.

In our discovery process, our team meets with your team and we dig deep.

We consider all aspects of both content and technological development for your project. We create a story-development strategy and a project management plan that moves us from start to completion with all roles appropriately delegated across the teams: Maybe you have design talent, but no storytellers. That's where we'll step in. Perhaps you've got your own storytellers, but no tech department. Again, we've got your back. Together, we construct the team from across both organizations that will best serve the project and your budget. We propose the project cost calculation that we're sure about, because we've studied it so thoroughly.

DELIVERABLE: At the end of the discovery process, you receive a Project Brief from us. You still have no obligation to work with us. You can just as easily take our brief and use it with another developer. It's your right. You've paid for it.

But we're confident you'll stick with us. Because we build great looking and working apps that kids, parents, and teacher love. Our cost to you is fair. And because our priority is collaboration, we're fun to work with.

Then, we storyboard.

The most important aspect of any story tour is the story. The process starts and ends there. And so do we.

Our involvement can range from total participation, from drafting to writing to editing the text until it is approved by you, to supporting your writers with guidance and development editing advice.

As we write, we illustrate, using your unique cultural, historic, and artistic legacy. And we begin to envision how to weave together both story and place with such interactive features as treasure hunts, challenges, and learning games.

DELIVERABLE: Before we plunge into production, we provide you with an App Brief. This document includes our mutually agreed upon working manuscript enriched with all accompanying creative assets -- illustrations, audio segments, interactive features, elements to be animated (if any)—storyboarded to give you a visual sense of your future app's unique look, feel, and user navigation.

Then, we build.

Now comes the really fun part.

Based on our App Brief, we project manage the development of all remaining creative assets, including design, audio, game content, etc. Then we wire them together with beautiful, reliable, road-worthy code.

DELIVERABLE: As we build, you get looped in every step of the way. We give you regular Test Iterations to view for the purpose of Alpha Testing. This is when we review the app internally, amongst the collective team, to make sure the reality is as good as our vision. If it's not, we tweak it until it is.

Then, we test with our target audience.

In this beta-testing stage, we turn our app over to the real critiques: members of our target audience. We launch the app, but softly, without public fanfare. We observe our testers as they use the app. We survey them for their views. This is when we find out for sure if our vision meets with reality. This is when we discover: Do they like it? Is it what they want? Or is it only what we thought they wanted?

If it isn't working quite as planned, we pivot and go back into the workshop to tweak our build. That's the beauty of iterative development. Build - Test - Iterate. That's the only way to get to launch day knowing you have a product your target audience will love.

DELIVERABLE: A fully realized app to use for up to three rounds of beta-testing within a pre-designated time-frame, to be determined by the collective cross-organizational app development team.

Finally, we publish.

Our tech team sets your app up for iOS, Android, and/or Web, as per your choice. We push your app to Apple's App Store as well as Google Play. And we maintain and support your products as if they were our own for as long as you would like them to live.

DELIVERABLE: A clear cut, easy to read and understand Maintenance and Support Agreement with our development partner at OnCell, LLC, that works to support the needs of your audience and the goals of your institution.