**Weekly Accomplishments**

**Week ending May 4, 2014**Goals and Accomplishments for this week:

* Create work order FF-0002 for enhanced security of iPhone app (Self-Destruct and Invalid Password lockout after 5 tries).
* Test latest build from Rupreet (Lite edition Alpha)
* Work with Rupreet to design a better app icon
* Split my journal into 2 (personal and business)
* Redesign web edition colors
* Migrate defect data from Rally to QAComplete
* Redesigned app icon
* Put together a weekly calendar for recurring tasks
* Create a Facebook Page
* Create test cases in QAComplete

Hours Worked:

* Monday: 2.5
* Tuesday: 3.5
* Wednesday: 6.25
* Thursday: 2.5
* Friday: 2 hours
* **Total for week: 16.25**

**Week ending May 11, 2014**Goals and Accomplishments for this week:

* Found 133 app review sites, loaded into CRM!
* Reviewed new app icon and logos.
* Tested Phase 3 build.

Hours Worked:

* Monday: 2.75 hours
* Tuesday: 2.5 hours
* Wednesday: 2.75 hours
* Thursday: 1 hour
* Friday: 2.5 hours
* Saturday: 1.5 hours
* **Total for week: 13**

**Week Ending May 18, 2014**

Goals and Accomplishments for this week:

* Created final test cases in QAComplete
* Set up accounts for banner ads (iAd & adMob)
* Finalized name, description, keywords for Pro and Lite – English
* Changed aMemoryJog Web logo and colors
* Updated the business plan with more current information.
* Plan out the remaining 2HourAppreneur blogs (see end of this document)
* Create next 4 2HourAppreneur blog posts

Hours Worked:

* Monday: 2 hours
* Tuesday: 2 hours
* Wednesday: 3.5 hours
* Thursday: 4.25 hours
* Friday: .25 hours
* Saturday:
* **Total this week: 12 hours**

**Week Ending May 25, 2014**

Goals and Accomplishments for this week:

* Note: Traveling to Colorado this week…
* Added Twitter followers, unfollowed ones not following
* Tested Phase 4 on iPhone 4
* Tested Localization on iPhone 4
* TO DO: Create next 4 2HourAppreneur blog posts

Hours Worked:

* Monday: None
* Tuesday: None
* Wednesday: None
* Thursday: None
* Friday: None
* Saturday: .75 hours
* Sunday: 5.25 hours
* **Total this week: 6 hours**

**Week Ending June 1, 2014**

Goals and Accomplishments for this week:

* DAILY: Follow 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* WED / FRI: Unfollow the un-followers
* Download/Purchase Reflector to create screenshots of iPhone localizations screens.
* Created oDesk job for English / Spanish translations
* Changed White and Blue Logos
* Changed logos on [www.amemoryjog.com](http://www.amemoryjog.com)
* Change all screens shots on [www.amemoryjoj.com](http://www.amemoryjoj.com)
* Performed a full regression test for Phase 5 on Pro edition
* Created Blog: July 11

Hours Worked:

* Monday: 3.5
* Tuesday: 2.5 hours
* Wednesday: 3 hours
* Thursday: 5.5 hours
* Friday: 30 min
* Saturday:
* Sunday:
* **Total this week: 15 hours**

**Week Ending June 8, 2014**

Goals and Accomplishments for this week:

* DAILY: Follow 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* WED / FRI: Unfollow the un-followers
* DAILY: Log into CoPromote to promote one person per day.
* Created blog for Sneak Peek at aMemoryJog Lite
* Enhanced aMemoryJog Web for Forgot Password (resets their password) and sends them a different email message.
* Created blog for July 25
* Added Defect – Send to Create New Account on first time through
* Created oDesk job for English/French translations (Hired [**Marlène Malet**](https://www.odesk.com/users/~01548fde6031a7424c))
* Created oDesk job for English/German translations (Hired [**Lorelei Johnson**](https://www.odesk.com/users/~01fb58103e4c696437))
* Created oDesk job for English/Italian translations (Hired [**Francesco Mundo**](https://www.odesk.com/e/1299844/my-contractors/5555014/?teamReference=1299844))
* Created oDesk job for English/Russian translations (Hired [**Natalia S**](https://www.odesk.com/users/~01d692d9be03e5ffc6))
* Updated Italian translations

Hours Worked:

* Monday: 3 hours
* Tuesday: 1 hour
* Wednesday: 2 hours
* Thursday: 0 hours
* Friday: 3 hours
* Saturday:
* Sunday: 45 mins
* **Total this week: 9.75 hours**

**Week Ending June 15, 2014**

Goals and Accomplishments for this week:

* MON/TUE: Follow 400 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* FRI: Unfollow the un-followers
* DAILY: Log into CoPromote to promote one person per day.
* Created oDesk job for English/Chinese translations
* Created oDesk job for English/Japanese translations
* Updated German translations
* Setup Google Analytics for in-app tracking
* Updated Russian translations
* Updated Japanese translations
* Updated French translations
* Updated Chinese translations
* Created defects for missing banner ads and google analytics hookup
* Updated mobile/FAQs.aspx) – make this mobile friendly
* Created aMemoryJogDemo video for web (Watch demo video)
* Created <http://www.aMemoryJog.com/mobile/GettingStartedVideoPro.aspx>
* Created <http://www.aMemoryJog.com/mobile/GettingStartedVideoLite.aspx>

Hours Worked:

* Monday: 4 hours
* Tuesday: 0 hours
* Wednesday: 3 hours
* Thursday: 3 hours
* Friday: 4 hours
* Saturday: 1 hour
* Sunday:
* **Total this week: 15 hours**

**Week Ending June 22, 2014**

We started traveling to Europe this week, so not much work done.

Goals and Accomplishments for this week:

* MON/WED/FRI: Follow and Unfollow 200 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* DAILY: Log into CoPromote to promote one person per day.
* Implement Self Destruct feature on Web
* Tested Web with all languages

Hours Worked:

* Monday: 4 hours
* Tuesday – Sunday: 0 hours
* **Total this week: 4 hours**

**Week Ending June 29, 2014**

Goals and Accomplishments for this week (traveling in Europe so not working much):

* MON/WED/FRI: Follow and Unfollow 200 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* DAILY: Log into CoPromote to promote one person per day.
* Added ItemFieldId to the ItemFields table for more reliable synching

Hours Worked:

* Monday: 1 hours
* **Total this week: 1 hours**

**Week Ending July 6, 2014**

Goals and Accomplishments for this week (traveling in Europe so not working much):

* MON/WED/FRI: Follow and Unfollow 200 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* DAILY: Log into CoPromote to promote one person per day.
* Received a new build from Rupreet, tested Resolved bugs, gave him a root account so he can deploy the web services to our server. Also started playing with online ads in the Lite edition.
* Created 8 offline apps for Rupreet to integrate.
* Ran full regression test of Lite and Pro.

Hours Worked:

* Monday: 5 hours
* **Total this week: 5 hours**

**Week Ending July 13, 2014**

Goals and Accomplishments for this week (traveling in Europe so not working much):

* MON/WED/FRI: Follow and Unfollow 200 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* Received a new build from Rupreet, tested resolved bugs, tested first view of Sync, logged bugs.
* Began thinking about a Press Kit, Press Release and Promo Codes.

Hours Worked:

* Monday: 1 hour
* Tuesday: 1 hour
* **Total this week: 2 hours**

**Week Ending July 20, 2014**

Goals and Accomplishments for this week (traveling in Europe so not working much):

* MON/WED/FRI: Follow and Unfollow 200 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* Enhanced web custom fields logic to update instead of a full delete/re-add so that Rupreets sync will work better.
* Received a new build from Rupreet, tested resolved bugs, tested first view of Sync, logged bugs.
* Began thinking about a Press Kit, Press Release and Promo Codes.

Hours Worked:

* Tuesday: 4 hours
* Wednesday: 1 hour
* **Total this week: 5 hours**

**Week Ending Aug 3, 2014**

Goals and Accomplishments for this week:

* MON/WED/FRI: Follow and Unfollow 200 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* Received a new build from Rupreet, tested resolved bugs, tested localization, logged bugs.

Hours Worked:

* Wednesday: 4 hours
* Thursday: 4 hours
* **Total this week: 8 hours**

**Week Ending Aug 10, 2014**

Goals and Accomplishments for this week:

* MON/WED/FRI: Follow and Unfollow 200 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* Wrote Press Release
* Created iPhone.aspx page
* Full regression of Pro edition, started testing Lite edition
* Full regression of Pro and Lite editions
* Created all screen shots for Pro and Lite

Hours Worked:

* Monday: 2 hours
* Tuesday: 4 hours
* Wednesday: 4 hours
* Thursday: 3 hours
* Friday: 4 hours
* Saturday: 4 hours
* **Total this week: 21 hours**

**Week Ending Aug 17, 2014**

Goals and Accomplishments for this week:

* MON/WED/FRI: Follow and Unfollow 200 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* Created screen shots for app store
* Ran full regression
* Uploaded Lite and Pro to iTunes Connect with localized screen shots.

Hours Worked:

* Monday: 4 hours
* Tuesday: 1 hours
* Wednesday: 1 hours
* Thursday: 1 hours
* Friday: 4.5 hours
* Saturday: 0 hours
* **Total this week: 11.5 hours**

**Week Ending Aug 24, 2014**

Goals and Accomplishments for this week:

* Testing and retesting new builds, getting ready for production.

Hours Worked:

* Monday: 0 hours
* Tuesday: 0 hours
* Wednesday: 4 hours
* Thursday: 4 hours
* Friday: 5 hours
* Saturday: 2 hours
* **Total this week: 15 hours**

**Week Ending Aug 31, 2014**

Goals and Accomplishments for this week:

* Created press kit and screen shot web pages
* Final testing, submitted app to app store!!
* Added web analytics to webetripping.com
* Wrote another 2hour blog
* Develop email messaging for app review emails (saved as App Review Request.docx)
* Corrected emails going out as PURCHASED
* Find some additional App Review sites, added them to Zoho.
* Added iPad screen shots today to iTunes Connect so that they will process the App
* Looked at [www.invertedi.com](http://www.invertedi.com/) – changed our App Review Request pitch based on that.
* Sent an email to Laza Lists owners to connect via LinkedIn.
* Changed iPhone drip to token [URL\_iPhone]
* Created email drips for both Pro and Lite

Hours Worked:

* Monday: 4.5 hours
* Tuesday: 2.5 hours
* Wednesday: 2 hours
* Thursday: 2.5 hours
* Friday: 4 hours
* Saturday: 0 hours
* **Total this week: 15.5 hours**

**Week Ending Sep 7, 2014**

Goals and Accomplishments for this week:

* Installed Camtasia on new laptop (URL in aMemoryJog)
* Created Getting Started / Settings / Home Page / Import/Export / Recycle Bin videos, posted to YouTube, updated DB links, and updated the pictures on our videos page.
* Added the Mobile App videos to the Videos page
* Created a new work order FF-0005 for the More… button, submitted to Rupreet

Hours Worked:

* Monday: 5.5 hours
* Tuesday: 1 hours
* Wednesday: 0 hours
* Thursday: 0 hours
* Friday: 0 hours
* Saturday: 0 hours
* **Total this week: 6.5 hours**

**Week Ending Sep 14, 2014**

Goals and Accomplishments for this week:

* None

Hours Worked:

* Monday: 0 hours
* Tuesday: 0 hours
* Wednesday: 0 hours
* Thursday: 0 hours
* Friday: 0 hours
* Saturday: 0 hours
* **Total this week: 0 hours**

**Upcoming TO DO:**

* MON/WED/FRI: Follow and Unfollow 200 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like.
* TO DO: Change Google Adwords to only promote the app and make it app friendly to view.
* TO DO: Create iPad Spec
* TO DO: Put together App Package for reviewers (Video, Promo Codes, Screen shots, pitch about how ours is different from competitors, Press Release, etc.) *From 148Apps.com: We look for apps that come with a solid amount of info and support material, professionally submitted. A link to the app store, a well-written summary paragraph, a link to a YouTube/Viemo video, and some reasoning on what the app does well are always helpful.*<http://www.appstoreapps.com/developers/>
* TO DO: Getting Promo Codes for my app: <https://developer.apple.com/library/ios/documentation/LanguagesUtilities/Conceptual/iTunesConnect_Guide/Chapters/ProvidingPromoCodes.html>
* TO DO: Create <http://www.aMemoryJog.com/mobile/WriteReview.aspx>
* TO DO: Create <http://www.aMemoryJog.com/mobile/UpgradetoPro.aspx>
* TO DO: Update the URLS in Localizations to be the final URLs.
* TO DO: Look for some funny and creative ways to write an email to bloggers, app reviewers, etc.to pitch our product. Can also create several different articles (e.g. Top 5 mobile apps for saving time, etc.)
* TO DO: Look at this one: <http://www.fiverr.com/upgradeyourself/convert-your-website-into-a-cool-android-app-and-publish-it-on-google-play-more>
* TO DO: Create blog for Sneak Peak of aMemoryJog Pro (tell differences from Lite)
* TO DO: Code Review with Rupreet (after Phase 6?)
* TO DO: Bug Fix on website: Chinese – add new category. Also IE: Recycle Bin Restore/Empty not working on IE.
* TO DO: Look into <http://www.fiverr.com/> (link provided by Rupreet – says it is good)
* TO DO: Look into here for marketing too. <http://www.producthunt.com/>
* TO DO: Look into monetizing webetripping and 2hourappreneur blog by adding Apple Affliate ads.

**Blogs:**

1. Sep 15 - Keeping track of your app development tasks and time spent (use MS Word)
2. Oct 15 - Preparing to Test your App as Development Progresses
3. Nov 15 - Post-Release Marketing tasks when developing Apps
4. Dec 15 - Tracking Your App Statistics and Revenue
5. Jan 15 - Maximizing your Apps Potential (Improving Your App Based on Feedback and Title and Keyword Optimization)

**Anytime:**

* TO DO: Record movie for aMemoryJog Web Edition
* TO DO: Review our web edition tip of the days to try to tweak them for better click through.
* TO DO: Use “The business of iPhone and iPad Development: Making and Marketing…” book for a list of app directories and app review sites.

**After Pro edition done:**

* TO DO: New video for aMemoryJog Web
* FUTURE: Screen shots for all languages

**After Submitting to App Store:**

* TO DO: Update Localizations for each URL (Write Review URL, Upgrade URL, etc).
* TO DO: Try to setup link exchanges with other websites by looking at [www.alexa.com](http://www.alexa.com) and looking up our competitors to see who their linking sites are.
* TO DO: Send app to App Advice (<http://appadvice.com>) – they will review apps before they hit the app store, could be good!
* Read more: http://www.148apps.com/about/submit-app-review/#ixzz30s1yCL9u
* TO DO: Solicit Feedback from Journalists, Bloggers, App Reviewers
* TO DO: Set iTunes Connect up to automatically send email when approved (p. 393)
* TO DO: Write Press Release (location 875)
* TO DO: Look at iPhoneDevSDK.com for review exchange
* TO DO: Once our traffic tails off, consider using paid tools to promote it, see: [http://www.mobyaffiliates.com/blog/a-developers-guide-to-app-review-sites/#?1#?1#WebrootPlugIn#?1#?1#PhreshPhish#?1#?1#agtpwd](http://www.mobyaffiliates.com/blog/a-developers-guide-to-app-review-sites/#PhreshPhish).