Weekly Accomplishments

Narrative

This document is a weekly journal that keeps track of accomplishments, hours worked and to-do lists for all business activities.

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

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:

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed 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
- Change all screens shots on 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:

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers
- Logged into Co-Promote and co-promoted other blogs.
- 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**)
- Created oDesk job for English/German translations (Hired **Lorelei Johnson**)
- Created oDesk job for English/Italian translations (Hired **Francesco Mundo**)
- Created oDesk job for English/Russian translations (Hired **Natalia S**)
- 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:

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers
- Logged into Co-Promote and co-promoted other blogs.
- 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:

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers
- Logged into Co-Promote and co-promoted other blogs.
- 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):

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers
- Logged into Co-Promote and co-promoted other blogs.
- 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):

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers
- Logged into Co-Promote and co-promoted other blogs.
- 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):

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers
- 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):

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers

- 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:

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers
- 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:

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers
- 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:

- Followed 50 twitter accounts, try to retweet at least one item, post a daily tweet/FB post for an app I like. Unfollowed the un-followers
- 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 – 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:

- TO DO: Write next blog
- TO DO: Setup landing pages for Google (iPhone only)
- TO DO: Once Apple approves the app, update URLs.
- TO DO: Once Apple approves the app, send out Press Release
- TO DO: Once Apple approves the app, send out emails for app review requests
- TO DO: Write an opt-out tool for bounced emails, ensure Config file is merged with Rupreets http://www.codeproject.com/KB/IP/SimplePop3Class.aspx?fid=396225&df=90&mpp=25&noise=3&sort=Position&view=Quick&select=2343105) or we could just do it on the Admin page where we type in email addresses to opt out.

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 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.