

Hello Freelancer,

Thank you for considering this project.

The task is to collect key data from all iPhone Applications (about 900), using mostly the Apple iPhone Applications store as a source.

Data will be presented in a spreadsheet (pref. Excel, or Google Docs), in the following columns

1. Category
2. Subcategory
3. Application Name
4. Button
5. Screenshot
6. Application Description
7. Price
8. Web Site
9. ID #

Category	Sub Category	Application Name	Button	Screenshot	Description	Price	Website	ID #

Your main source will be the **Apple iPhone Applications Store**, available through iTunes. If you are able to copy/paste from iTunes, you will need no other source.

*** check to see if you can find a way to do this; normal copy/paste does not work in iTunes !!*

Otherwise you can find most applications, images and descriptions on www.iphoneapplicationslist.com, some other iphone sites and the application developers' own websites.

I require the details in a specific format which you must stick to. These are the requirements:

◆ **Category & Subcategory**

- ◇ You decide under which category to list the application
- ◇ There are 8 categories with about 10 subcategories each.
- ◇ Each application is listed under one of these 80 subcategories

◆ **Example:**

- ◇ *The New York Times* application
- ◇ Category: News & Sport
- ◇ Subcategory: Newspapers

◆ **Another example:**

- ◇ *Sketches* application
- ◇ Category: Tools
- ◇ Subcategory: Notes & Scribbles

- ◇ I will provide you with the Categories and Subcategories as soon as you have been assigned this project.
- ◇ Note that Apple's application categories will not be very useful as a guide, as they lack detail
- ◆ **Application Name**
 - ◇ Name
- ◆ **Button**
 - ◇ Must be copied (screenshot) from the Apple iPhone Apps Store
 - ◇ Must be the same size as the original button: 80x80px.
 - ◇ Format: png or jpg (good quality, jpg setting=70)
 - ◇ Boundaries (borders) must be accurate and clean.
 - ◇ Square, do not worry about the rounded corners
- ◆ **Screenshot**
 - ◇ A sample screenshot of an application, taken from the iPhone Apps Store:*application details* page.
 - ◇ Copy only the first screenshot (Apple provides several more)
 - ◇ Format: png or jpg (good quality, jpg setting=70)
 - ◇ Boundaries (borders) must be accurate and clean.
- ◆ **Application Description.**
 - ◇ Taken from the iPhone Apps Store.
 - ◇ Accurately copied, no spelling mistakes
 - ◇ Leave out: LANGUAGES, "WHAT'S NEW" and REQUIREMENTS
- ◆ **Price**
 - ◇ "FREE" or \$.....
- ◆ **Web Site**
 - ◇ The application developers website, taken from the iPhone Apps Store -application details page
- ◆ **ID #**
 - ◇ The ID number can be found by control-clicking the application icon on the front page of the iPhone Apps Store. (or by dragging it to the desktop, where it shows up as a URL).
 - ◇ Either copy the whole URL or just the ID number inside it.

That's it. The key will be how to get the data out of the iTunes Application Store, and to choose the correct category and subcategory. The rest is straightforward. Please write in a PM how you intend to collect the application description text. After acceptance of the project I will ask you to send three complete spreadsheet rows to show that everything is clear. Full payment on completion.

Wytze Hoekstra