Android Developer

Category	Kind of Writing	Audience	Purpose	Length	Format	Special Features	Ethical Concerns	Chapter in the Text	Example Text
Google Play Store	Google Play Store short description	Consumers	Catch the reader's attention.	Less than 80 characters.	Informal description	Will be seen alongside app icon.	Should avoid misleading claims while still encouraging views.	Markel chapter 14, page 366	Link
	Google Play Store full description	Consumers	Give information about the use of the app and its features.	Up to 4000 characters.	Informal description	Can be updated regularly to include new features and descriptions.	Account for the variety of users that will be looking for the app. Address app permissions.	Markel chapter 14, page 366	Link
	Google Play Store "what's new in this version"	Consumers	List the new features and changes to the app since its last version.	Up to 500 characters.	Informal list	Formatted as a bulleted list. Generally lists one or two versions worth of changes.	Don't withhold information that the user might not approve of.	Markel chapter 12, page 322	Link
Code Repository	Code repository ReadMe document	Developers, interested consumers	Describe the project from a technical point of view. Gives instruction on how to run the code in the reader's local environment.	Up to 2 pages. In extreme cases, more pages might be added.	Informal instruction	Can include links to third party libraries, pictures, and even animated gifs for presenting features.	Be sure to provide adequate information for the reader without making assumptions about their competence level.	Markel chapter 14, page 366	Link
Internal Documentation	Technical design document	Team members	Give a technical overview of the project and its features, outlining how individual features fit into the overall system design.	At least five pages, generally a couple dozen pages for a large-scale app.	Formal document	Include details all the way from a user interface level to technical back end. Can include initial interface wireframes.	Must be thorough enough to describe the process without being tedious. Should be collaborated on and open to revision suggestions.	Markel chapter 14, page 366	Link
	Quality Assurance note	Team members, software developers	Describe either a code quality issue or a user experience issue that needs to be resolved.	One to five sentences.	Semi-formal document	Can link to specific sections of the code for inspection.	Understand the purpose of a feature in its scope and evaluate without bias.	Markel chapter 12, page 302	Several examples
	Server communication protocol	Team members, software developers, implementation team	Describe the protocol developed for sending and receiving data from the server.	Between one and five pages for a simple project, many pages for a large project.	Informal design document	Can reference established network protocols for some situations and include examples of server request code.	Be careful with technical terms so that the document is understandable to those without a technical background.	Markel chapter 14 page 359 and 375	HTTP Protocol
Wiki	Project wiki	Internal employees	Give a high level overview of the project, as well as descriptions of features and contact information for team members.	Wiki style, multiple pages in length.	Informal description	Can include hyperlinks to other webpages, images, lists, and other common wiki formatting tools.	Provide adequate information for someone to understand your project and its purpose.	Markel chapter 9, page 235	Link
Proposal	Venture capital proposal	Potential investors	Convince venture capital firms to invest in the app.	One to three pages.	Formal description and market analysis	Can be accompanied with a video or prototype showing the features and potential of the app.	Need to be honest about your app's potential and mission so you don't mislead an investor. You want to get funding for being a good app, not because you tricked a VC.	Markel chapter 11, proposals	Link
Correspondence	Emails to investors	Potential Investors	Polite thank you for meetings, as well as coordinating future meetings.	One to three paragraphs.	Semi-formal email	Can include pictures and links to online information about the app.	Want to be courteous and professional with the investors while still sounding sincere. Must be wary of audience's cultural background.	Markel chapter 9, page 232	Link