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It's the early 1990s, and this pilot fish is working for the FAA. Our manager was required to complete a quarterly review of the program, or QPR, a report that recorded our traffic count and workload in the last three months, Fish says. As I had time on the cemetery shift I was working on, I came up with a PC data entry and reporting database that would use daily entries and create the report. Satisfied with his work, Fish asks to see his boss about QPR automation - and he brings his database program along with the boss's office on a floppy. He begins to explain that he automated the QPR process, but the boss stops him. We already have that automated, he tells the fish. He then goes on to show the fish the newly automated QPR. Sighs Fish, It was a wordperfect document that your secretary filled in on your PC after manually adding the traffic and workload of each day with paper and pencil. I kept my thoughts to myself, as he was very pleased with his new 'automation' skills. Don't keep your thoughts on Sharky. Send me your true IT life story in sharky@computerworld.com. You're going to score a sharp shark shirt if I wear it. Add your comments below, and read some great old tales in the Sharkives. Now you can post your own it ridicule stories on Shark Bait. Join today and vent your IT frustrations to the people who have been there, did it. Copyright © 2009 IDG Communications, Inc. Three new iPhone and iPod Touch apps have been created specifically for home renovations. Looking for an accountant or a backslash? CaesarStone MobileGallery allows you to navigate 42 different quartz surfaces by hue and texture, and calculate how much you'll need for a project. Another pocket-sized sample book, DuPont's mySurface, allows users to see all 100 Corian quartz colors and 60 more zodiac colors for use in cabinets, counters, bathroom vanity and even furniture. Both free apps also make it simple to order samples. MyPantone, in turn, displays 5,251 shades, so it's easy to select the perfect yellow, lavender or cornflower blue and assemble palettes for everything from paint to window treatments. The program, on the left, also analyzes digital photos to find matching Pantone chips; it's \$10. Download all three from the iTunes store (itunes.com). This content is created and maintained by third parties and imported into this page to help users provide their email addresses. You may be able to find more information about this and similar content in piano io SEE MORE PHOTOS&#246; And if you were asked to list the things you love about your home (the big one of the kitchen), the ones that drive you crazy (with nowhere to put the mail), and the resources you dream of (a fabulous outdoor cooking space)? That's exactly what we did when planning our last house of ideas, a 5,400-square-foot structure of English art and craftsmanship, built in Celebration, Florida, Disney's Disney's city planned by the master. With our partners Builder magazine and Marketscape Research & Consulting, we surveyed 12 families from cultural and eco-nomically diverse backgrounds in three cities — Las Vegas, Nevada; Orlando, Florida; and San Diego, California—about their lifestyles and how they use their homes. The results yielded a design wish list that local builder Issa Homes and Memphis, Looney Ricks Kiss Architects, based in Tennessee, worked on. The most sought-after items: a large central area for cooking and watching TELEVISION, plenty of storage to store everything from backpacks to bulk food supplies, a private area for every family member, at least one dedicated home office, a messaging center and outdoor living space. We hope this home will inspire builders and architects to rethink the many different ways families actually live today, says Barb Nagle, research director at Marketscape. Reflecting today's unusual lifestyles, our interviewees said they could do without a formal living room, but with visions of hosting Thanksgiving and other holidays, they were unwilling to part with a formal dining room. They don't mind swapping the living room for something more practical, like a home office, but they still want the option to join in family dinners, Nagle says. The architects situated the dining room in front of the house, just outside the entrance hall and near the main staircase. They also included an old-fashioned butler's pantry, updated with a wine cooler and two dishwasher drawers, to keep the thinnest crockery and glass separate from day-to-day items. Research revealed that private rooms were as important as meeting spaces. With just over 250 square meters, the second floor master bedroom, decorated in blue and peaceful creams, is an intimate retreat. We try to give all rooms a comfortable human scale, explains Preston Bussard, one of the architects of Proj-ect. There is, however, enough space for a king-size bed, dresser, seating area and some exciting backstage features: a secondary washer and dryer in the closet and a built-in coffee area that connects the bathroom and the closet. Outside the master suite there is a seating area on the second floor where children can go out or play video games, separate the parents' room from the two-bedroom and two-bathroom children's ward. What really got our research families excited was talking about the extras that aren't needs, but make life easier. Much of our planning was focused on facilitating day-to-day activities, Bussard says. To do so, he and his partners have created dedicated spaces for all life's tasks—paying bills, doing homework, and the dog. Since families in this mild climate often spend time cooking, socializing and playing outdoors, we equip the house with a covered terrace and and kitchen, perfect complements by the pool to enjoy at the end of the day when the work is done and the dog is washed. What really got our research families excited was talking about the extras that aren't needs, but make life easier. Much of our planning was focused on facilitating day-to-day activities, Bussard says. To do this, he and his partners have created dedicated spaces for all life's tasks—paying the bills, doing homework, and washing the dog. As families in this mild climate often spend time cooking, socializing and playing outdoors, we equip the house with a covered terrace and outdoor kitchen, perfect complements by the pool to enjoy at the end of the day when the work is done and the dog is washed. 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An alcove inside the garage entrance is a convenient place for keys and purses and to leave notes for children on a cork message board. 4. An iPod docking station (near the message center) allows users to connect and stream music throughout the house. This content is created and maintained by third parties and imported into this page to help users provide their email addresses. You may be able to find more information about this and similar content on piano.io February 5, 2016 5 min read Reviews expressed by The Entrepreneur's collaborators are yours. This article is included in Entrepreneur Voices on Growth Hacking, a new book containing insights from more than 20 employees, entrepreneurs and thought leaders. According to mobile marketing technology company Fisku, the cost per installation in November 2015 for iOS increased 40%, from \$1.10 to \$1.54, while Android increased surprisingly 101% from \$1.13 to \$2.27 in the previous year. With cost per installation consistently growing each year, application publishers must be creative with their marketing efforts. After successfully launching our applications and also for our customers, you will discover five five our favorite growth hacks to increase downloads when you have little or no budget. Related: Why your small business needs a mobile app.1. Paid and free campaignESS is a campaign I have done many times and has boosted hundreds of thousands of downloads in various occasions. If you're not familiar with a free paid campaign, it's where you get a paid app for free for a few days. If you have a free app, you can make one of your in-app purchases for free. However, in-app purchase must be a non-consumable type, which means that the product is purchased once by users and does not expire or decrease with use. For example, new race tracks for a game could be implemented as non-consumable products. It is important to note that getting media exposure is crucial to making this a successful campaign. I usually give a large site like AppAdvice or BGR the exclusive in the free campaign, which dramatically increases the chances that the site will cover the price change. Skip to the fourth strategy in the article to learn more about the exclusive strategy.2. App store optimizationThere are two commonly overlooked components of the app store listing page that can increase your downloads -- in-app reviews and purchases. The words that are in app store reviews -- the ones left by your users -- and in-app purchases are all indexed by Google Play and iOS. Having targeted and relevant keywords in both areas will help you see a dramatic increase in downloads. In fact, I share a black hat ASO strategy that we at App Masters use to hack app store reviews to instantly increase keyword rankings.3. Location There are 28 regions in the App Store, and each country has its own App Store. It would be naïve to think that the world only looks for English-language apps. In fact, most users will read and search the App Store in their native language. Unless your app is designed for a specific region, take the opportunity to view your app in all languages. You never know who will find your app useful. Gonzalo Juarez, co-founder of eTips, the number one publisher of mobile travel apps, proudly admits that they don't run any paid marketing campaigns. The location of their apps led to a more than 200% increase in downloads and in countries where they had no exposure before. Juarez suggests first translating the words used in your app name and keyword field. Once you start noticing an increase in downloads for a particular language, it suggests further translating your app's description, screenshots and finally your in the app. Finally, use a translation site like Gengo or OneHourTranslation, and hire two translators - one to do the initial translation and one to resend it. Related: How Duolingo mastered the fickle language of Startup4 Success. The unique strategy for public relations With the exclusive strategy, we have been to ensure coverage in Techcrunch, Social Times, AppAdvice and BGR. What is it? You give a large publication the first right to publish your ad: product launch, update, financing, etc. Great sites love to get an exclusive because it means they will be the first to write about the ad, which usually leads to the other great sites that connect to them as the source. It's a win-win strategy because they have traffic and backlinks -- and you have coverage. The key to the success of this strategy is to start early. You want to start pitching about two weeks before the release date. You should only release the uniqueness for one publication at a time, and make sure to follow only once. If you don't have an answer, you can move on to the next publication.5. Hack of app store featuresThere is a little known strategy that I used to help several customers to be introduced by Apple. Before we get to this, it's important to know what Apple is looking for in your app. I go into a little detail about this growth hack in this blog post, but here's the gist. Most developers know that they can send emails to appstorepromotion@apple.com launch their apps for a possible feature. However, within Apple, there are app store managers for each app category. Using a LinkedIn search for app store manager, you can find out how to contact the right person to launch on Apple.Eu like to use the Email Hunter Chrome extension, because it automatically creates an email button within LinkedIn that reveals the person's email address. The software makes an educated guess of the email, so sometimes you can get a feedback. Related: Los Angeles Techweek 2015 Introduces Mobile Innovations, Health and Fashion Innovations

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