

The Questions

By Dr. Elsbeth Martindale

in collaboration with Night & Day Studios



An iPhone app
for opening
your heart
to love.

The Questions is a unique iPhone application for exploring romance. This fresh and engaging app was developed by Dr. Elsbeth Martindale, based on the success of her *Things to Know Before You Say "Go"* card deck and book, and made in collaboration with Night & Day Studios of Portland, Oregon.

The Questions provide a tool for insight into relationships, partnership, or dating in general. This app offers a smarter, more comprehensive, and elevated version of the ubiquitous "love quiz." Single men, women, and teens can use it for self-discovery or to evaluate past relationships, while those currently in a relationship can work through the questions to identify current strengths—and weaknesses.

The Questions app guides you through 76 questions that focus on all the different aspects of a relationship: friendship, acceptance, trust, listening, privacy, roles, and faults, just to name a few. The user can assess one person or create multiple sessions to compare different people. With each question the user chooses whether their answer is positive, negative, or unsure. During the session, if you hit a particularly relevant topic, you can flip the card over to dig deeper, with a list of extended questions on the topic. You can “red flag” any areas of concern, or stop a session at any point—even if you have not answered everything. At the end of each session there is a review that compiles all the info: how many positive vs. negative answers you had, and how many times you were unsure, highlighting issues that need to be resolved.

Dr. Martindale developed this app in response to her patients’ increased interest in relationship guidance. It started as 20 questions on hand made cards designed specifically for a teen client who was considering becoming sexually active. Over time, Dr. Martindale’s work with clients of various ages, in an array of situations (divorced, engaged, pregnant, newly dating, or newly single) led to the full set of 76 questions, in the form of a card deck called *Things to Know Before You Say “Go”*. Collaborating with Night & Day Studios in Portland, Oregon, they crafted **The Questions** to make sure you cover all the bases, explore what your priorities are, and discover what you explicitly need to know in order to move forward in a relationship.

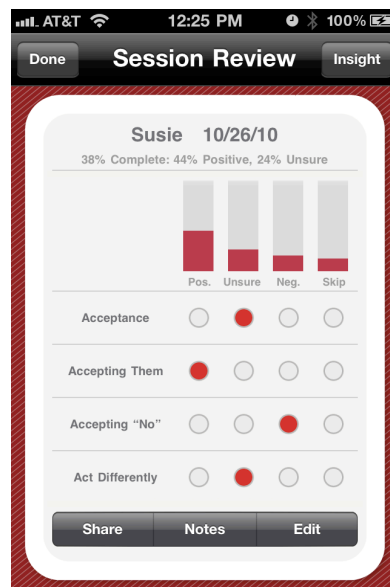
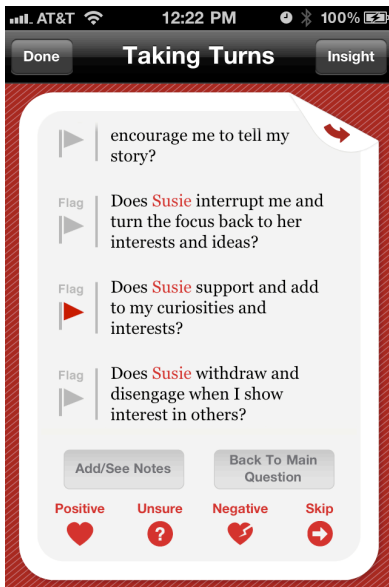
The App Developers

Night & Day Studios, Inc. is a mobile software development company with experience developing games and entertainment software for publishers, TV networks, and mass audiences. They have also been iPhone app developers since day one. They are a collective of more than 25 associates from the academic, artistic, technical, and corporate worlds, with backgrounds in game design and software development, graphic design and marketing, music composition and sound, illustration, animation, and media production.

Night & Day Studios has produced educational software and media for organizations such as Nickelodeon and the Smithsonian, high profile apps for syndicated writers like Dan Savage of *Savage Love*, as well as their own bestselling iPhone apps including *Peekaboo Barn* (kids’ game), *Quibble* (puzzle game), and *My Very First App* (based on the artwork of Eric Carle). They have 30 apps currently in iTunes, and 25 more in development for the iPhone, iPad, and Android.

The Questions app is available for iPhones and iPod Touches for \$3.99 in the iTunes store. The lite version, with 10 questions is available for free, also on iTunes.

www.TheQuestionsApp.com



Things to Know Before You Say “Go”
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