

# EVIL DETENTIONS

## Press Release: FAQ's

Evil detentions, the iPhone App, has been released into the iTunes store from 1st November 2010. Building on the hugely successful website, [www.evildetentions.com](http://www.evildetentions.com), it offers youth workers, teachers and trainers a huge array of creative, innovative and above all... 'Evil' practical task cards with a fantastic user interface. Cards have helpful instructions on the back and audio commentaries with tips on making the tasks even more 'evil'. The app, available for 59p and also in a cut down free 'lite' version, lets you zoom into cards, form 'hands' of your favourite ones, sort them into order by rating or category and file them neatly with a swipe of your finger

### What is it?

Evil Detentions, the iPhone App is a little card table in your pocket with loads of ideas, one to a card, for unusual creative tasks. You can select and move cards, flip them over and organise them according to a cards ratings and category, read extra instructions on how to use the cards and listen to the audio commentaries for each one. You can also wave it through the air fast when it will do absolutely nothing special, but you can usually convince the daft it is an SOS distress signal flasher that you need to be a mile away to read correctly

### What does it cost?

\$1 for the full version, FREE for the LITE version. The cards do much more in the full version, plus there are 30 cards to start with and 6 extra free cards every 3 months. The LITE version only has 20 cards and you cannot put them in order or search them. It was going to cost \$1M but apparently only lawyers are allowed to charge that much for something essentially useless

### Are they evil?

No, it's just a slang term used by AJ Bookers past students to describe something well chosen or linked to the reason they got a detention in the first place. Of course we would say that and we will snigger uncontrollably if you get yourself in deep doodah for doing them

### How did you come up with the ideas?

Some just seem to pop out of thin air, others are adaptations of old puzzles, many have been developed from a starter thought and needed to be refined a lot to be suitable. The hardest bit was getting the task suitably 'evil' without making it cruel or (too) degrading. A few were adapted from common psychological interrogation techniques utilised during wars, which is similar to much of what happens in some schools anyway

### Has anyone ever been offended by these tasks?

Initially, some have been offended. We have found this to usually be teachers and students who aren't after anything imaginative and like setting and doing turgid boring tasks which isolate them from the minds they seek to refresh. Everyone's a critic sometimes but maybe that's what gives Evil Detentions tasks the edge. If they appealed to everybody, they wouldn't be so appealing!

**What's the coolest feature in the App?**

The random picker, you choose up to 6 cards and when you turn your device sideways they form a 3D carousel which you spin with your finger to choose a task for your detainee. It was going to be a random scream feature but most teachers are used to the screaming and many now find it relaxing

**I've got this great idea, would you use it?**

Maybe, but almost all the ideas we get sent are too 'evil', or cruel or degrading. Evil Detentions are intended to build the link between teacher and student, not damage it. Having said that, there are some countries in the world where Evil Detentions would be far too soft and easy so if we did launch a North Korean version, we would be sure to include bullets, oppression and a wide variety of political suppression to fit the expectations of users

**Why do you think you are qualified to do this?**

In the past 25 years, I (AJ Booker) have spent 5 years as a Sunday School teacher, a year as a volunteer youth worker, a year as a supervisor of offenders on community service orders, 18 months as a scout helper, 15 years as a teacher, 5 years as a consultant and lots of time designing and inventing stuff... Screwtape Ltd just designed programs, but they are awfully good at it after all this time. That sort of experience helps an awful lot! We feel that any experience involving putting initially sane adults in close proximity to vast numbers of naughty children is a great motivator for thinking up something like Evil Detentions

**What's your favourite Evil Detention?**

Probably Fabulous Frogs... It's something rather special, though it takes a lot of equipment to do it. That's why it is one of the 'Dr Evil' rated tasks. We recommend using recorded sounds of rainforest frogs if you do this detention, if you use real amphibians they fight, and those brightly coloured tiny ones poison the rest

**Will there be an IPAD version?**

Not at present. It scales up nicely to full screen on the IPAD, but to do justice to it the whole interface would need a big overhaul and we would want to do something with all that space, not just make a bigger prettier version. Perhaps video or animations to illustrate the tasks, but until we see how well this version sells, further developments are on hold. An Android version is more likely first of all. We feel that the IPAD is fab, but until they are given away free with boxes of whiteboard markers, teachers will not be able to afford them

**What else is planned for Evil Detentions?**

We see the iPhone and iPod Touch APP as standalone. There will be regular updates for Paid users, but we are already working on utilising the card interface in a new range of products... Something with more general appeal such as a set of life sign spotting cards for undertakers, or the stages for cutting toenails in an approved manner...

**Are there any other Evil Detentions products?**

In AJ Bookers attic there are 70 sets of actual printed cards, an early attempt to monetise the idea! It cost too much to advertise and post them though for such a low value item. We are hoping to license designs and ideally use the profits to buy a huge hillside next to a motorway and cut a giant card design into the chalk hillside for posterity

**If someone out there has a great idea for an iPhone App, what advice would you give them?**

Check if it is a commercial idea before you commit your time and money to it. We did Evil Detentions because we knew there was a high recognition rate already in our target audience. We had millions of people access the website, tens of thousands of free worksheet downloads and hundreds of online mentions so we knew it was popular. We then had to go beyond representing the info on a screen, and make it something special. The interface design and appearance took the most development, it had to be fun and easy to use and great to look at. Also we worked as a team, AJ Booker had great graphic and creative skills but no programming ones. Screwtape Ltd had the programming chops but not media skills. Neither of us could have done the whole thing by themselves, and being able to bounce ideas between each other helped to refine ideas. Once you have that apparently excellent idea, create and refine continuously. There are many apps on the market but the ones that fly are that bit special, they have a great user interface as well as good ideas because it's a very crowded market place out there now. Also, be original, the first one to do something special (I copied that last bit from someone else's website) and do it well usually wins

**Finally, what does that disclaimer text at the start of the app actually say?**

Were not going to tell you, but it's very apt and there's a pretty good cow joke right at the very end! It was an even better joke but we prefer not to have to live at a secret address

**For more information, press stuff and ED Tasks, visit our website at [www.evildetentions.com](http://www.evildetentions.com)**