Briefly outline what industry your business is in, the idea behind your mobile app (What made you think of building an app?), and how you expect the app will improve your business.

You can fill out this brief by [this link](#).
Why did you decide to create a mobile app?

1. To share your unique experience
2. To create an extra revenue stream
3. To improve current business processes
4. To get a return on investment
5. Another reason
What is the main purpose of your project?

- To launch a new business, product, or service in a new market
- To enhance brand awareness apart from the website
- To make improvements to, redesign, or create a new version of the current app
- Something else

What category does your app belong to?

- Gaming
- Entertainment
- E-commerce
- Education
- Lifestyle
- Utility
- Travel
- Other
- Other
What are your financial and nonfinancial business objectives?

<table>
<thead>
<tr>
<th>Financial objectives</th>
<th>Nonfinancial objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to capture</td>
<td>I want to be rated as the top mobile app in its category in the Apple App Store and Google Play Store by a specific date.</td>
</tr>
</tbody>
</table>

$X\%$ market share within $Y$ months

What do you expect your app will do?

Describe core functionality
Offer a unique value proposition

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Key Metrics</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>channels</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
</tr>
</thead>
</table>
### Who are your direct and indirect competitors?

List three to five main competitors in your niche (along with links)
State features you like and dislike in your competitors’ products

### What is your product vision?

For (your target users) who (need to or want to change something), (name of your mobile app) is a mobile app that will provide (a killer feature). Unlike (current business model or competitors), my app will provide (main advantages).

### Choose your monetization model

- Paid advertising
- In-app purchases
- Freemium subscription
- Premium subscription
- Something else
Based on user roles, create up to three possible user personas considering the following criteria

Demographics
Age, gender, family status, education level, job type, location

Psychographics
Pain points, aims, needs, vital problems, attitudes, motivations, opinions

In-market behavior
Apps used, sorts of services/goods bought, reasons for using the app or buying the product or service, solvency
Determine your target users’ preferences in terms of:

**Device type**
- Smartphone
- Tablet
- Desktop
- Smartwatch
- Smart TV

**Platform**
- iOS
- Android
- Cross-Platform
Describe the user journey

Sketch a typical path your users will take within your app to get desired results
Add links to sketches of possible app interfaces
System requirements

Describe the features you want your app to provide users with

List up to three must-have features
Add links, if any, to examples of how a particular feature needs to look

What current services, servers, and databases do you use?

What third-party applications, services, and databases do you need your app to be integrated with? (payment gateways, social media, etc.)

What operating system versions should your app be compatible with?
Describe your UI requirements

<table>
<thead>
<tr>
<th>Mobile app style</th>
<th>Buttons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color scheme</td>
<td>Images</td>
</tr>
<tr>
<td>Logo</td>
<td>Fonts</td>
</tr>
<tr>
<td>Icons</td>
<td></td>
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</tbody>
</table>

Link to brand guidelines the team needs to follow
Do you have current provisioning profiles in the Apple App Store and / or Google Play Store?

What hardware does your app need to synchronize with?

Wearable devices, drones, etc.
Describe your app’s quality criteria regarding

- Usability
- Performance
- Security
- Safety
- Other quality attributes

What languages should your app be translated into?

ABCDEF
What are the constraints and limitations within which the team must work?

- Business rules
- Industry standards
- Government legislation
- Other possible constraints

What is your project timeline and budget?

When do you expect to start and finish the project?

What is the approximate budget (USD) you can allocate to the project?
What services would you like to request from your software development team?

- Full-cycle mobile app development
- Website development
- Continued support and maintenance
- Promotion and marketing
- Interface design
- IT consulting
- Additional services
If you're ready to complete this brief, fill it out on Google Forms and one of our managers will respond promptly.

This brief will provide a solid basis for creating a detailed mobile app product requirements document with the help of our team.