**MIND**STUDIOS

# Mobile app product requirements document brief made by Mind Studios

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?**

**To share your unique experience**

01 →

**02**

**To create an extra revenue stream**

**To get a return on investment**

**To improve current business processes**
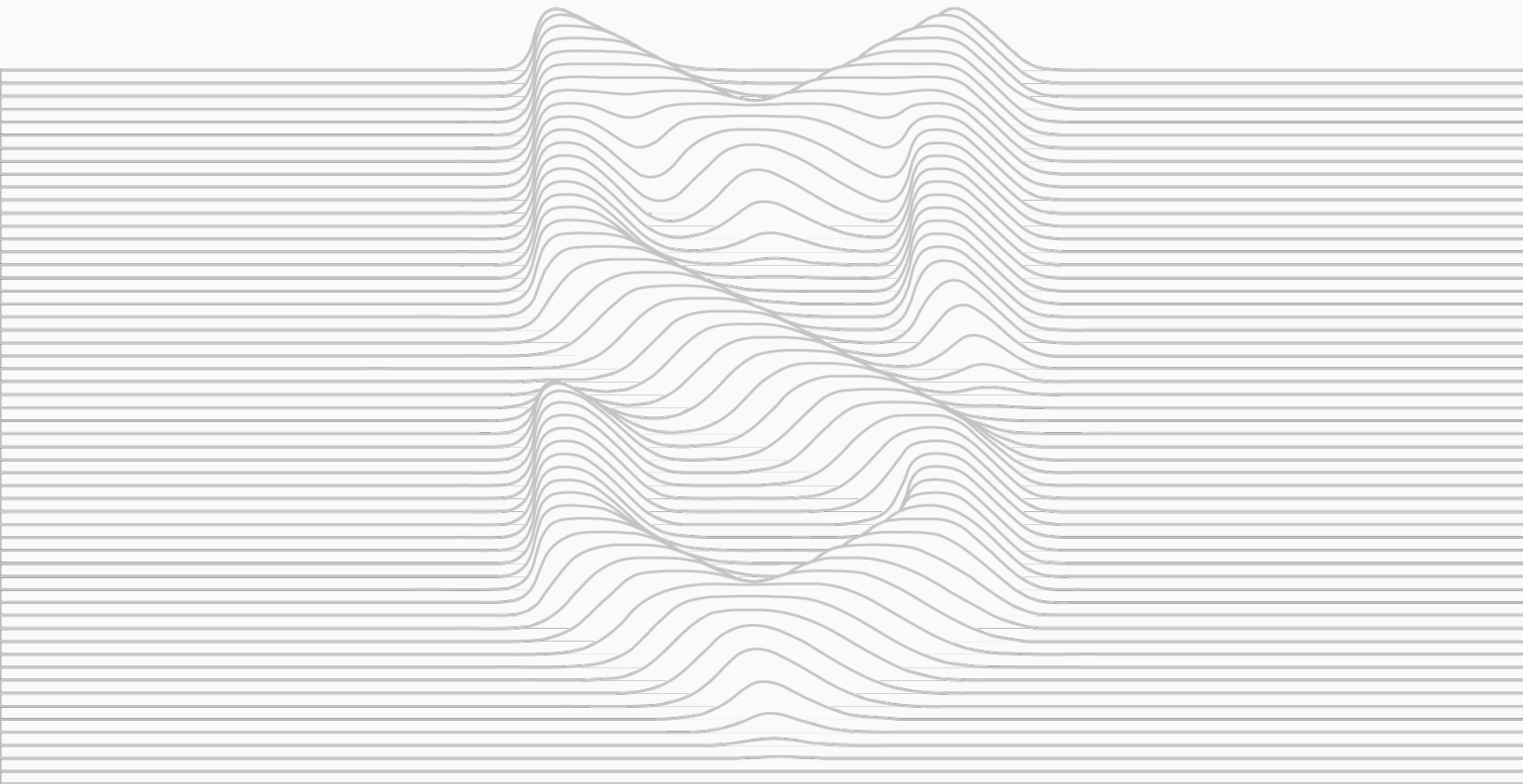
**Another reason**

04

03

05

# 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

# What are your financial and nonfinancial business objectives?

## Financial objectives

I want to capture

**X%** market share within **Y** months

## Nonfinancial objectives

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.

 App Store      Google Play

## What do you expect your app will do?

Describe core functionality
Offer a unique value proposition

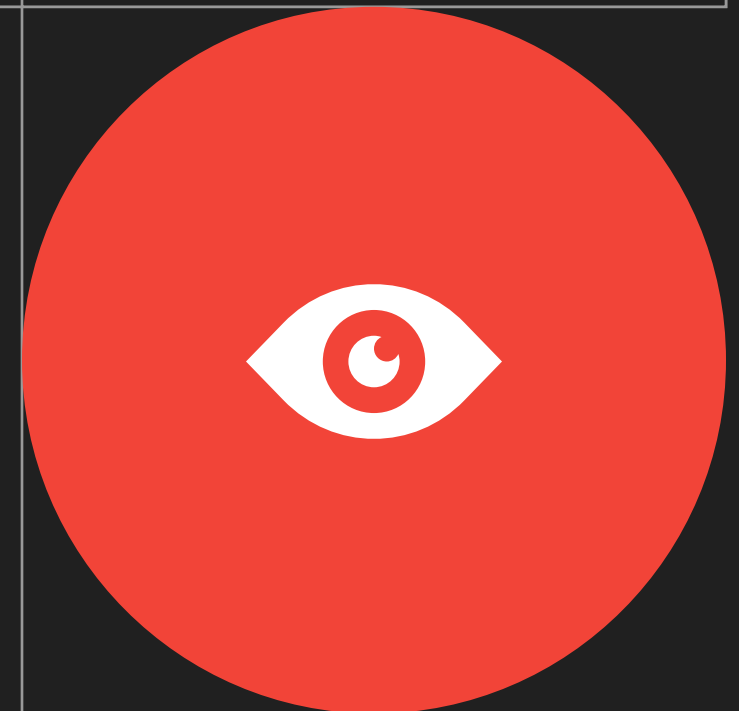| Problem | Solution | Unique Value Proposition | Unfair Advantage | Customer Segments |
|---|---|---|---|---|
| | Key Metrics | | Channels | |
| Cost Structure | | Revenue Streams | | |

# 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                    Premium subscription
In-app purchases                    Something else
Freemium subscription

# User requirements
## Describe the user roles in your app

Guest ● Regular user ● Paying user
Buyer ● Seller
Customer ● Executor
Student ● Teacher
Provider ● Administrator
Your classification

# 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

| Phase of journey | Registration | | | Onboarding | | | | | First session | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Actions** — What does the customer do? | Connect their Google account | Chose a plan | Confirm free trial | Goes through the training | Clicks on help icon | Adds a profile picture | Clicks on Learn more | Leaves feedback for the training | Open document | Edit & invite | Apply templates |
| **Touchpoint** — What part of the service do they interact with? | Free trial landing page | Email | free templates | Training interface | Account settings | Templates browser | Help Center materials | | New document | Sharing settings | Templates browser |
| **Customer Thought** — What is the customer thinking? | I can use free templates | This is easy, I can sign up with my google account | Get I don't need to provide credit card details to get a free trial | Why are there so many Pop-ups? | Where do I start? | Educational materials are easy to follow | Why is the training so long | I love all the template examples that I can browse | Creating a document is really simple | Adding a team member is very simple | There are many templates to chose from |
| **Customer Feeling** — What is the customer feeling? | 🥳 | | | 🙁 | | | | | 🥳 | | |
| **Process ownership** — Who is in the lead on this? | (photo) | | | (photo) | | | | | (photo) | | |
| **Opportunities** | Suggest trying an additional product | Give the user extra credits to spend on premium templates | | Make the training shorter | Suggest templates straight away | Review the popups | Introduce NPS for Help Center | | First document award /"Congrats" popup | Give extra points for adding teammates | |

# 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

Mobile app style          Buttons

Color scheme               Images
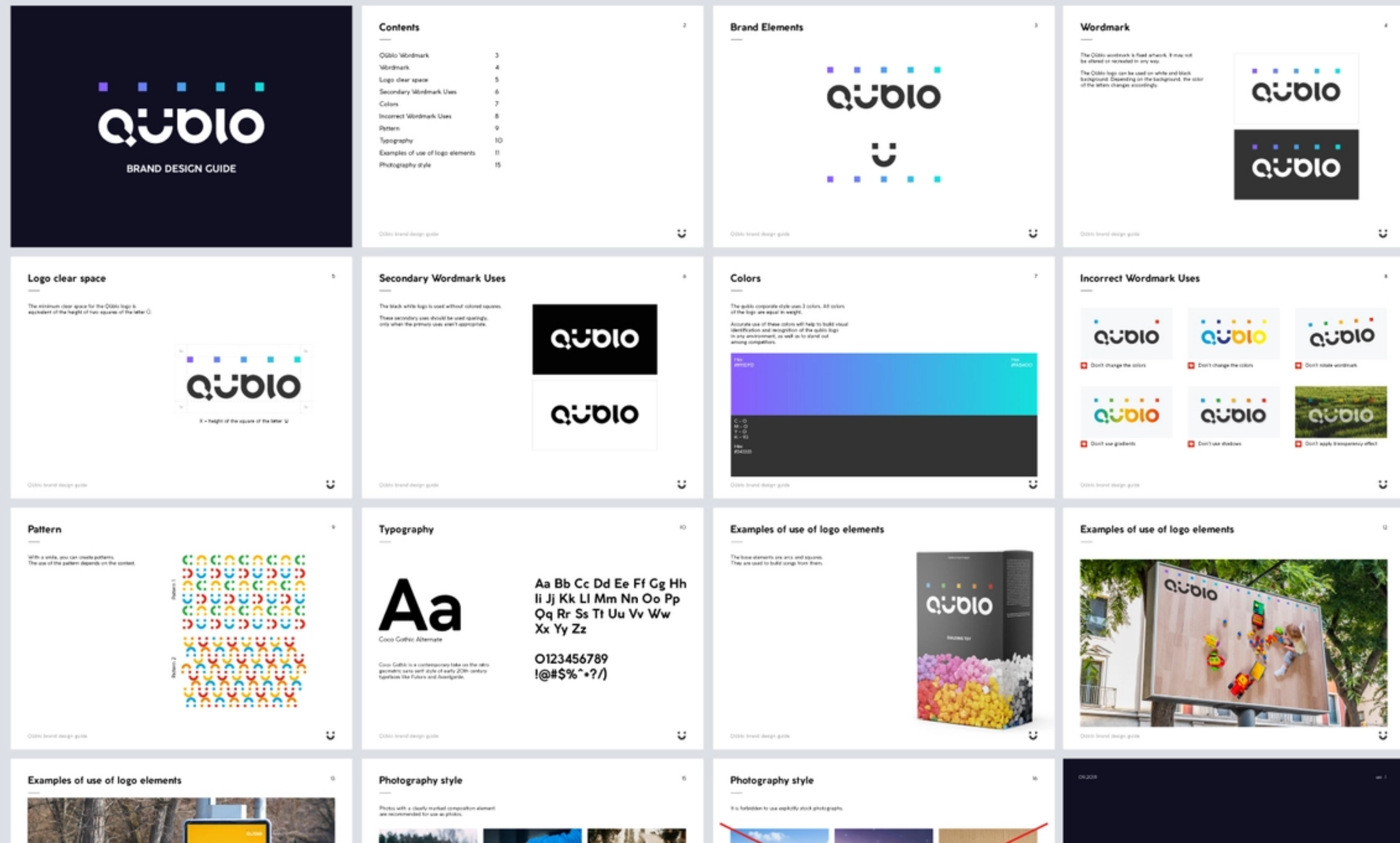
Logo                              Fonts

Icons                             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?

ABCDEFG

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

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

01

## What is your project timeline and budget?

02

03

## When do you expect to start and finish the project?

## What is the approximate budget (USD) you can allocate to the project?

04

# 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.

Google Forms