

# 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**

**02**

**To create an  
extra revenue  
stream**

**01**



**To get a return  
on investment**

**Another reason**

**To improve current  
business processes**

**04**

**03**

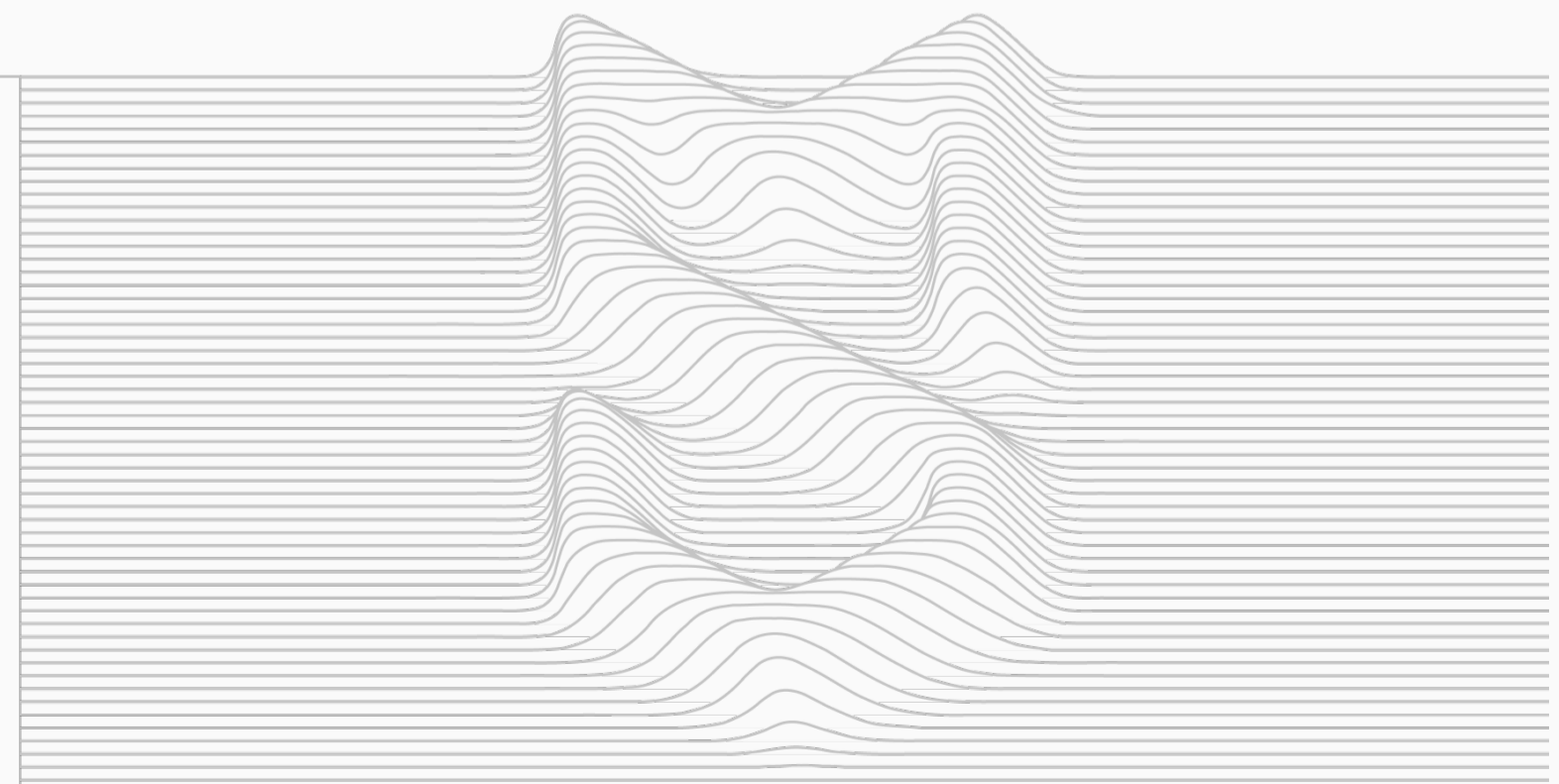
**05**

# 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.



# 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	





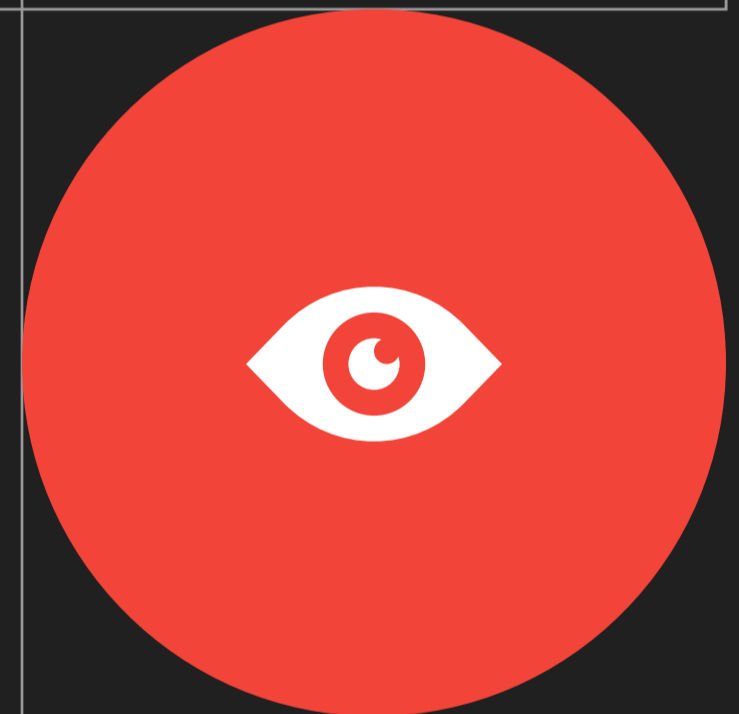
## Who are your direct and indirect competitors?

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  
 In-app purchases  
 Freemium subscription

Premium subscription  
 Something else





## 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		
<b>Actions</b> 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
<b>Touchpoint</b> 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
<b>Customer Thought</b> 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
<b>Customer Feeling</b> What is the customer feeling?	🥳		😞			🥳			
<b>Process ownership</b> Who is in the lead on this?	👩		👩			👨			
<b>Opportunities</b>	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

09

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.)

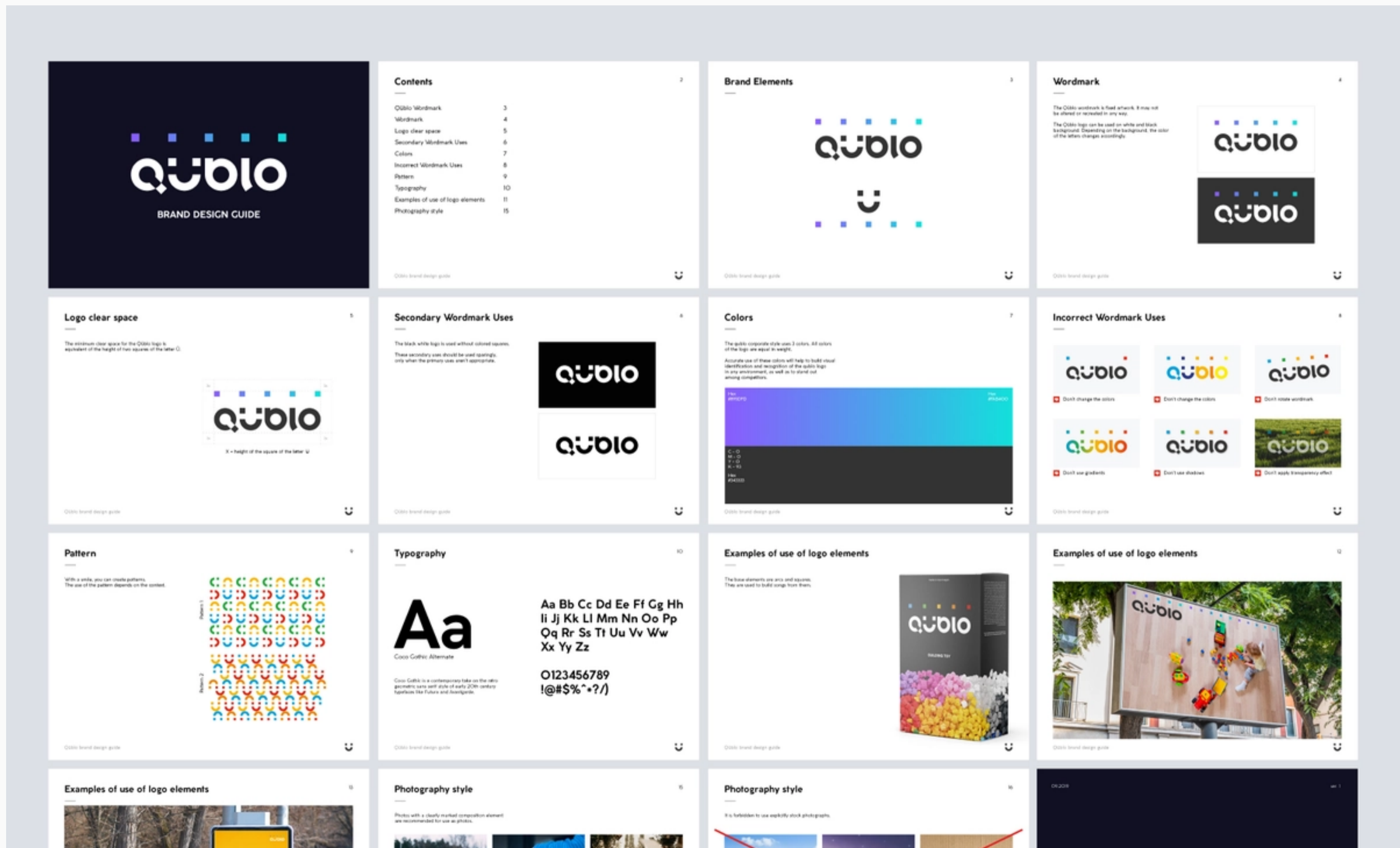
What operating system versions should your app be compatible with?



# Describe your UI requirements

Mobile app style  
Color scheme  
Logo  
Icons

Buttons  
Images  
Fonts  
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

12

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

What languages should your app be translated into?

A B C **D** E F C





## 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
- 
- A decorative graphic consisting of multiple thin, white, wavy lines that create a sense of motion and depth, located in the bottom right corner of the slide.



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](#)