

App Brief

For use in first meeting with client to scope out project requirements



Project title:	Briefing date:
Company:	Budget:
Client name and number:	
Timeline / deadline:	Brief taken by:

OVERVIEW

Describe what the app is all about:

PURPOSE & USERS

New app Y/N Re-build Y/N Re-design Y/N Minor update Y/N
Why do you want to make an app? > Promotional tool for an existing business Y/N > To make money from the app Y/N > Create a hobby or start-up business Y/N > Other, please explain:
Purpose of the app: > Solve a problem Y/N > Sell a product or service Y/N > Entertainment Y/N > Gaming Y/N > Share with family and friends Y/N > Other, please explain:
What incentive is there for users to use the app - or return to it - after initial download?
Who are we talking to? Demographics and psychographics. (e.g. <i>Who are they? Why do they need this app? What do we know about them? How do they feel? What do they like? What motivates them?</i>)

REQUIREMENTS

What type of app do you want to build? iPhone Y/N iPad Y/N iOS Universal Y/N Android Y/N Windows Y/N Other:
Will your users rate or review things? Yes / No / I don't know
Will your users have their own profiles? Yes / No / I don't know
Will your app need to be integrated with a website? Yes / No (standalone app) / I don't know If yes, please give details including domain name and requirements:
At what stage is your project at? Idea Y/N Sketches Y/N In development Y/N Prototype Y/N Built Y/N

Features to include:

- > User sign-up **Y/N**
- > Push notifications **Y/N**
- > Simple gaming **Y/N**
- > Integration with marketing **Y/N**
- > Integration with authentication providers **Y/N**
- > Loyalty programme **Y/N**

> Other, please explain:

Other requirements:

E-COMMERCE

Will your app feature in-app payments/purchases? **Yes / No / I don't know**

What products will be for sale or purchase?

Is your company a merchant? **Y/N**

Merchant number:

Bank:

Bank account:

Accounting system you use:

Other considerations:

DESIGN

Guideline for overall look and feel

Can include list of apps that you like and why you like them (e.g. colours, layout, style, font, etc.)

Fonts: are any specific fonts required?

Have app font restrictions been explained? **Y/N**

Is a brand standards manual available? **Y/N**

Colours to use:

Colours not to use:

Who will supply the following:

- > Images:
- > Logos:
- > Text:
- > Video:
- > Other:

SOCIAL MEDIA

Is social media presence required (e.g. sharing)? **Y/N**

If yes, with which site(s)? Facebook **Y/N** Twitter **Y/N** LinkedIn **Y/N** YouTube **Y/N** Pinterest **Y/N** Instagram **Y/N**
Other:

Will sign-up and/or log-in be via a social media account (e.g. Facebook, LinkedIn)?

Other considerations:

MAINTENANCE

Will you be required to conduct ongoing input or maintenance of the app?

Regularly **Y/N** Occasionally **Y/N** Never **Y/N**

Have you explained how a maintenance agreement could work? **Y/N**

APP MAP *(please supply additional pages if required)*

UX map/sketches (outline screens and app flow required below, including description of functionality, etc.)

NOTES