|  |  |
| --- | --- |
| MOBILE APP BRIEF | [Organization Name]  [Date] |
| Project Title:[Insert name here] |  |

**GENERAL INFO:**

|  |  |
| --- | --- |
| **Client Contact Details** | * [Name] * [Email] * [Phone] * [Position] |
| **Technical staff involved in the project:** | … |
| **Do you have any apps made in the past?** | … |
| **Budget and Timing:** | … |

**APP DETAILS:**

|  |  |
| --- | --- |
| **App Outline** | [Why do you need this app? What’s this app should do?] |
| **Devices** | [E.g. Phone, Tablet] |
| **Platforms Accessibility** | [E.g. iOS, Android, Windows Phone, Blackberry] |
| **Briefly Describe the Concept of the app** | **…** |
| **Do you have any creative/design specifications for the application?** | **…** |
| **Do you have ‘Wireframes’ for the app?** | **…** |
| **What content will be included in the app? What is the required functionality?** | **…** |
| **Do you need to involve the focus/test group to get feedback about the app/design?** | **…** |
| **Do you foresee the app as being a one off or expect extra development in the future?** | **…** |