

# App Brief



**Date :**

|              |   |                  |
|--------------|---|------------------|
| Company      | <i>Your company name...</i>   |                  |
| Requested by | <i>Your name...</i>   | <i>Phone No.</i> |
| Platform     | <i>iPhone, iPad, Android, etc.</i>  |                  |
| Languages    | <i>English, others</i>  |                  |
| Audience     | <i>Company clients, the public, Businessmen, etc.</i>   |                  |
| Objective    | <i>What do you want the app to do for you?</i>  |                  |
| Info         | <i>Do you want the app to collect information of usage</i>  |                  |
| Description  | <i>Please describe the app framework, how do you want it to engage customers with your brand?</i> |                  |
|              |   |                  |
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|              |   |                  |
|              |   |                  |
|              |   |                  |
| Devices      | <i>Do you want users to use their devices or you will give them ones</i>                          |                  |
| Budget       | <i>How much are you willing to invest? more or less...</i>  |                  |
| Delivery     | <i>When do you want the app to be ready?</i>  |                  |
| Maintenance  | <i>Maintenance contract required?</i>   |                  |
| Notes        |   |                  |