**Development brief**

| **1. General information** | | | | |
| --- | --- | --- | --- | --- |
| 1.1. | Title | | |  |
| 1.2. | Industry/activity | | |  |
| 1.3. | Benefits | | |  |
| 1.4. | Competitors | | |  |
| **2. General information** | | | | |
| 2.1. | Location | | |  |
| 2.2. | Geographic regions | | |  |
| 2.3 | For platforms | | |  |
| 2.4 | Device format  (Phone, Tablet, iPad) | | |  |
| 2.5 | Will the app/web solution be paid or free?  (On a paid basis.  Free of charge.  Combined option.) | | |  |
| 2.6 | Your expectations on project timings for design and web/app development? | | |  |
| **3. Purpose and aim** | | | | |
| 3.1. | Aim | | |  |
| 3.2. | The task that the project should solve | | |  |
| 3.3. | Target audiences | | |  |
| **4. Architecture** | | | | |
| 4.1. | Project type | | |  |
| 4.2 | Users roles and their capabilities | | |  |
| 4.3 | Projects’ structure | | |  |
| 4.4 | Main page concept | | |  |
| **5.** | **Design** | | |  |
| 5.1. | Project style | | |  |
| 5.2. | Logo | | |  |
| 5.3. | Basic colors | | |  |
| 5.4. | Preferable text styles | | |  |
| 5.5. | Examples of web and mobile applications that you   like | | |  |
| 5.6. | Do you like to have animation? | | |  |
| **6. Functionality** | | | | |
| 6.1 | Basic actions of users | | |  |
| 6.2. | Integration with third-party services (for example, payment system) | | |  |
| 6.3. | Is monetization provided for the project, what will it be? | | |  |
| 6.4. | Is there a need to create an application with an administrative panel? | | |  |
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