**Development brief**

| **1. General information** |
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| 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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