

SMARTPHONE APP DEVELOPMENT BRIEFING

date:

Project title:

1. Basic contact details of the organisation

Contact details:	<i>Name:</i>
	<i>E-mail:</i>
	<i>Telephone:</i>
	<i>Position:</i>
Who are the other key players in the project and what do you need to know about them?	
What is the process and criteria for selecting the application developer?	
Have you created any smartphone apps in the past?	
Project budget and timing/deadlines:	

2. Details of the application (app) to be developed:

Challenge to be addressed, main function

What is the "problem" to be solved? Why does the market need this application? What is the main function of the application (in one sentence)?

Target group of the application

Who is the app for? What do you need to know about them?

Which devices should be used?

E.g. smartphone, tablet, smartwatch, other wearable device, ... etc.

Platforms

E.g. iOS, Android, Huawei, other systems– version number (optional)

Native or cross-platform technology should be used?

If you know, please describe if you prefer to develop in a native environment or if you prefer cross-platform solutions?

If you need a server-side server, do you want us to develop it for you?

Most apps are powered by some kind of server-side business logic and database. We are happy to develop this for you if you entrust us with this part of the task.

In terms of the backend system, are you thinking about cloud-based serving or a traditional server-client architecture?

By cloud service, we mean the geographically distributed, scalable infrastructure of a cloud service provider, and by legacy architecture we mean some kind of local, leased server or shared hosting service.

Briefly describe the concept of the application, other features not listed above!

Do you have a finished specification / detailed written design for the application?

Do you have a wireframe / mockup for the application? Do you have a completed design for the app?

What type of content does the application handle (numerical data, text, images, videos, sounds, other)

Do you want to involve a focus/test group to get feedback on the app/plan/concept?

How many users do you expect and what kind of user growth do you expect?

Do you require website, graphic design / development work related to the application, or online marketing services, social media campaign management?

Do you expect a one-off upgrade, or do you want to keep updating the application, adding new features (note: basic version tracking, updates are necessary)?
