

Mobile Application Project Brief Template

Use this template to outline the scope, requirements, and objectives for your upcoming mobile application development project. This completed document serves as a guide for designers, developers, and stakeholders.

1. Project Overview

Project Title:

e.g., My Delivery App

Company / Organization Name:

Company Name

Project Owner / Lead Contact:

Your Name & Title

Target Launch Date:

e.g., October 2024

2. App Purpose & Goals

Elevator Pitch (What does the app do?):

Briefly describe the app's purpose and value proposition.

Problem to Solve:

What user frustration or need does this app address?

Success Metrics (KPIs):

e.g., Monthly active users, conversion rate.

3. Target Audience & Platform

Target Audience Demographic:

e.g., Age 18-35, tech-savvy professionals.

Target Platforms:

e.g., iOS only, Android or both.

4. Core Features & Requirements

Essential Features (Must-Haves):

e.g., User Login, Push Notifications.

Future Features (Nice-to-Haves/Phase 2):

e.g., Biometric Login, Dark Mode.

5. Branding & Visual Design

Brand Assets / Guidelines:

e.g., Existing brand colors, typography.

Competitor Inspiration:

List 2-3 apps with design inspiration.

6. Technical & Third-Party Integrations

External APIs and Integrations:

e.g., Stripe Payment Gateway, Firebase Analytics.

Compliance & Security Requirements:

e.g., GDPR, HIPAA.com

7. Budget & Timeline

Estimated Budget Range:

e.g., \$15,000 - \$30,000

Key Milestones:

e.g., Wireframe Approval