

Project Brief — *Mobile app design*

Client information

Name of your organization.

Describe what your organization does.

Enter your contact email address. Note: I will use this email to send design files and communication in the process. Include other ways to contact you and preferences.

About the project

What are we designing? Simple mobile app (MVP) or a medium complexity mobile app?

What's the goal of your app?

Who's the target audience?

What screens should your mobile app have?

List the devices you want the mobile app to support. Is it for smartphones, tablets, or both?

What's the desired look & feel of the site? Provide image files, links to website design examples you like.

List specific functionalities you wish your app to have.

Is there anything else you would like to share?

Project setting

What is your budget for this project?

Will you be providing visual identity resources? (e. g. brand guides, text copies, images)

When do you need this project finished by?

Who will be responsible for signing off each aspect of this project?

Is there anything else you would like to share?

Other

What needs or goals is your current mobile app failing to meet? Answer only if a redesign project is underway.