

The client brief for mobile app development

Created by [Purrweb](#)

Client info	
Name and last name	
City and country	
Company name	
How we can contact you	
Project info	
Goals of your company Describe the main idea of your project and what user needs it covers	
Devices we should focus on Mobile, desktop, or tablets — what users will use to access your solution.	
Do you plan to scale up in the future? How do you see it? If we're developing an MVP now	
Target audience	
Who is your target audience? Describe an average user persona.	
What are the characteristics of your target audience?	
What are the needs of your target audience?	
How does your product cover these needs?	
What are the scenarios for using your product?	
How do you plan to expand your target audience?	
References and competitors	

Are there any competitors in the market? What are their strengths and weaknesses?	
What feature makes your product stand out?	
References Add links to any other projects you like	
Budget and timeline	
When do you want to see the final version ready?	
What is your total budget?	
Notes	
Add any relevant details about your project	