

BRIEF DESCRIPTION

1. What your app will offer for the customers?
2. What are the main features of your app?
3. Who are your main competitors?
4. How would you describe your business?
5. What are the main terms and conditions?
6. What is the expected timeline?

BUSINESS CONTEXT

1. What is the purpose of your app?
2. What outcomes do you expect?
3. How would your app differentiate from others?
4. How will your app generate revenue?
5. How will you measure the success?
6. What are the possible risks?
7. How would you mitigate the risks?

USER STORIES

1. What do your customers expect from the app?
2. How will they use the app?
3. What features do you need to add?
4. Are there any improvements you can provide?

USER PERSONA

1. Who are your potential customers?
2. What are their needs?
3. How do they use similar apps?

FUNCTIONAL SPECIFICATION

1. Which technology stack do you want to use?
2. Would you need any third part synchronization?
3. Do you need to add any company's specifications?
4. Which laws do you need to follow?
5. How would you manage the data?
6. What should be available on the main interface?

PRODUCT DESIGN

1. What should your app look like?
2. What are the main colours and fonts?
3. Would you provide the wireframe?
4. Do you have a brand book?