



# APP REQUIREMENT DOCUMENTATION



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Serving the needs of your core audiences is crucial to the success of any project. An understanding of who they are, what information they want and what they may want to do / what you want them to do on the app (how they should engage, interact) will be useful.	4
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## Organisation

- Please provide an overview of your organisation and what you do
- What is the philosophy / ethos of your organisation?
- Who are your main competitors?
- What makes your organisation different to the competition (USP's)?

## Aims & Objectives of this Project

- What are your overall business objectives?
- What are your overall Mobile objectives?
- What objectives do you want your application to meet?
- Do you have any other long-term objectives we should consider?

## Schedule & Budget Expectations

Early guidance here helps us to determine the most realistic solution and the best ROI within your budget:

- Project plan / deadline for launch
- Budget expectations



# Target Market

Who are the main target demographics for your services (Primary / Secondary audiences)?

Serving the needs of your core audiences is crucial to the success of any project. An understanding of who they are, what information they want and what they may want to do / what you want them to do on the app (how they should engage, interact) will be useful.

<b>Audience</b>	<b>Reason for using app</b> (user objective)	<b>Primary Information to Convey</b>	<b>Key Goals</b> (what you want users to do)
Primary Audience type 1			
Primary Audience type 2			
Secondary Audience type 1			
Secondary Audience type 2			

Please use a structure similar to the following sample table:



## App References

- Please list any apps in your peer group that you like in terms of their design, content or functionality
- Please list any other apps that you like in terms of their design, content or functionality (any app – including from other sectors)

For each app, please note what it is you like – e.g. colour, graphics, typography, iconography, tone of voice, functionality etc

## Design, Look & Feel

- What should your users think / feel when they visit your new app?
- What information would you like them to know before they leave the app?
- What would you like the app to convey about your company as a brand?
- Do you have any brand guidelines?

## Content

- Do you have any content that should be migrated from elsewhere?
- How much additional content is required and does this already exist (please consider all text, graphical and photographic content)?

## Technology & Functionality

- Which platforms do you wish the app to run on (iOS / Android / Windows)?
- Is the app required to integrate with any third party systems (eg API)?
- What are the key elements of functionality that you require on the app?



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