

Brief for your software development architecture

1. General Info

Your company name	
Mission	
Brand(s)	
History of your company (if you have it on your website, a link will be enough)	
App/software's aims and tasks (forming a company image, increasing brand loyalty, announcing new products, increasing productivity, getting feedback, sales)	
Any other important information about your company	

2. Information about goods / services

Goods/Services (choose the main categories and list them by lines)	
List use properties (characteristics) of your goods/services	
Describe the problem your goods/services solve.	
What competitive advantages do your products/services have? List the most attractive qualities and features.	

Why do people choose your product/service?	
Estimate the quality level: <ul style="list-style-type: none"> - Very high - Higher than that of competitors - Same as that of competitors - Lower than that of competitors 	
Does the consumption of your goods have a seasonal pattern? What are the seasonal fluctuations? (%)	
Market share of goods/products	
Have you registered your brand?	

3. Sales channels and regions

Form of sales (large, small wholesale, retail)	
Selling points (indicate what is relevant) <ul style="list-style-type: none"> - Online retail only - Shops - Supermarkets - Distribution networks 	
Market position <ul style="list-style-type: none"> - Absolute sales leader - No. 2 on the market - A narrow market niche - A beginner with a small market share - Another option 	
Priority sales regions	

4. Price range

Retail price (price segment: economy, average, premium)	
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Price level for your product/service <ul style="list-style-type: none"> - Very high - Higher than that of competitors - At the level of competitors - Lower than that of competitors 	
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5. Target Audience

5.1. B2B

Who is your customer?	
Buying motive (what makes customers use your product / service)	
Who makes a purchasing decision, when and how	
Other important indicators of your audience	
Describe your ideal customer	
Customer's objections, fears and doubts	

5.2. B2C

Who is your customer?	
Describe the customer: sex, age, occupation, marital status, income level per family member, etc.	
Describe an ideal client	
Customer's objections, fears and doubts	

Buying motive (what makes customers use your product / service)	
Who makes a purchasing decision, when and how	
Other important indicators of your audience	

6. Overview of competitors

What are the main competition parameters or properties of the product / service you most often face?	
Main competitors, competing brands (close by any criteria - quality properties, price, design, etc.)	
3 main competitors posing the greatest threat - links to sites / applications	
Price segment of competitors' goods / services	
Competitors' advantages from the client's point of view (why customers choose competing brands)	
Your opinion on the marketing policy of strong competitors on the Internet and their sites / applications (what do you like and what do you lack)	
Market share of main competitors	

7. Marketing strategy

Marketing strategy idea	
What online events are being held or planned to promote the product / service	

What offline events are / will be held in parallel	
Possibility of providing bonuses, discounts, special conditions	
Additional marketing information, important for the software / application development	

8. Information required for product / service positioning

Marketing goals (for example, conquering the market, entering a new geographical market, eliminating competitors, increasing sales in the short term, increasing the popularity of the product via fostering of brand loyalty etc.)	
Promotion goals (brand awareness formation [recognition]), client attraction (traffic or orders) or online / in-app sales (transactions)	
Regions of the advertising campaign	
Product positioning (<i>Positioning of products on the market is seen as providing it with a certain position in the minds of consumers, including detachment from competitors - for example, a Mercedes is a car for respectable people, Coca-Cola is a drink with which every day is a holiday</i>)	

9. Information required for a software / app development planning

Deadline by which you need a working version of a program	
Expected development budget	

<p>Roles: what types of users should be covered in the app:</p> <ul style="list-style-type: none"> - system administrator - manager - customer - etc. 	
<p>User Journey: describe in a few words what each user should be able to do on the site</p>	
<p>Describe which rights are provided / allowed for each of the roles:</p> <ul style="list-style-type: none"> - add / delete / edit users and / or structure - add / delete / edit sections or separate site / app categories 	
<p>Do you need a login option on the site / in the app for users / employees?</p>	
<p>Do you already have design concepts that you like or any additional requirements to the style?</p>	
<p>Specify the app you would like your solution to look like in terms of:</p> <ul style="list-style-type: none"> - functionality - design 	
<p>What is your monetisation strategy?</p>	
<p>What problem does the software / application solve for your company?</p>	
<p>What problem does your software solve for the user?</p>	
<p>How are these problems solved now?</p>	

How will the business process change with the introduction of the app / software?	
What changes are planned in the company's work as the app is implemented?	
With which software / systems do you need integration and which data / processes should be synchronised?	
What functions do you consider top-priority?	
What functionality can be implemented later?	
How will your staff be trained?	
What additional resources (+ restructuring) are planned for business growth?	

9. Additional Info

Other important points not included in the brief	
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Thank you for completing the brief. By filling in each cell you have structured your business logic, crystallising the advantages and clarifying business perspectives.

Complete information is a stable basis for a software development architecture which will cover your company's growing needs.