1. the goal of the application: what does it do? What task does it perform? (100-200 words)
2. the users of the application: for whom is the application intended? (people, machines, mobile users). How does the application satisfy a need of the users? (100-200 words)
3. the design of the application: what does it look like, how does it present information to users (what views of the data are presented), and why does that make sense? For instance, showing restaurants on a map may be more intuitive than showing a list (maybe show both?). (150-300 words)
4. a walkthrough of how users will interact with the application (150-300 words)