

Project Name: [Insert Project Title]

Version: 1.0

Status: [Draft/In-Review/Approved]

Stakeholders: [Client Name], [Lead Developer]

1. Executive Summary

- **The Problem:** What pain point is the client or their users currently facing?
- **The Solution:** A high-level description of the application you are building.
- **Value Proposition:** Why is this project worth the investment? (e.g., "Increases lead generation by 20%" or "Automates manual scheduling").

2. Target Audience & User Personas

- **Primary User:** Describe the main person using the app (e.g., "Homeowners looking for renovation quotes").
- **Admin User:** Describe who manages the backend (e.g., "Business owner tracking leads").
- **User Goals:** What is the #1 thing they need to accomplish on the site?

3. Functional Requirements

This is the "What." List the features the app MUST have.

- **User Authentication:** Secure login/signup (JWT, OAuth).
- **Core Feature A:** (e.g., Real-time betting odds tracker).
- **Core Feature B:** (e.g., Automated quote generator).
- **Data Management:** Ability to CRUD (Create, Read, Update, Delete) specific records.
- **Integrations:** Third-party APIs (Stripe, Twilio, Google Maps).

4. Technical Requirements

A place to define your MERN-specific stack and constraints.

Component	Technology
Frontend	React.js, Tailwind CSS
State Management	Redux Toolkit / Context API
Backend	Node.js, Express.js
Database	MongoDB (Atlas/Compass)
Version Control	Git / GitHub
Deployment	Vercel (Frontend), Heroku/AWS (Backend)

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5. User Flow & UX/UI Design

- **Design Language:** (e.g., "Minimalist, professional, high-contrast using Tailwind primitives").
- **Key Pages:** List the specific routes (Home, Dashboard, Settings, Profile).
- **Sitemap:** A brief hierarchy of how pages link together.

6. Non-Functional Requirements

- **Performance:** Page load speed targets (e.g., < 2 seconds).
- **Security:** SSL certificates, data encryption, input validation.
- **Scalability:** How the app handles a sudden influx of users.
- **Responsiveness:** Mobile-first approach for all screen sizes.

7. Success Metrics (KPIs)

How do you and the client define a "win"?

- **Technical:** Zero critical bugs at launch.
- **Business:** X number of new leads in the first month.
- **User:** High retention rate or positive user feedback.

8. Timeline & Milestones

1. **Phase 1: Discovery & Design** (Week 1)

2. **Phase 2: MVP Development** (Weeks 2-4)
3. **Phase 3: Testing & Client Feedback** (Week 5)
4. **Phase 4: Launch & Handover** (Week 6)

9. Risks & Assumptions

- **Assumption:** Client provides all brand assets (logos, copy) by [Date].
- **Risk:** Third-party API downtime or rate-limiting.
- **Mitigation:** Implement robust error handling and fallback UI.

Pro Tip: When presenting this to a client, walk them through the **Functional Requirements** first. Most clients care more about what the app *does* than which database you're using to store the data.