

Project Brief: Mobile App Redesign

Client: Johnson Corporation

Project Manager: Marcus Chen

Date: January 20, 2026

Status: Approved - Ready to Start

Executive Summary

Johnson Corporation has approved a complete redesign of their customer-facing mobile application. The project aims to modernize the user experience, implement biometric authentication, and add offline capabilities to improve customer engagement and retention.

Key Deliverables

- Redesigned onboarding flow with Face ID/Touch ID support
- Dark mode implementation across all screens
- Offline data synchronization for core features
- Push notification system for order updates
- Salesforce CRM integration for customer data
- Analytics dashboard for admin users

Timeline & Milestones

Milestone	Deliverable	Due Date
Phase 1	Design mockups & technical architecture	February 7, 2026
Phase 2	Core app development (auth, navigation)	February 28, 2026
Phase 3	Feature implementation & CRM integration	March 21, 2026
Phase 4	Testing, QA, and launch	March 31, 2026

Action Items

IMMEDIATE (This Week):

- Schedule kickoff meeting with Johnson Corp stakeholders
- Set up project repository and CI/CD pipeline
- Request Salesforce API credentials from client IT team
- Create initial Figma workspace for design collaboration

BY END OF JANUARY:

- Complete user research interviews (5 customer sessions)
- Finalize tech stack selection (React Native vs Flutter)
- Draft data model for offline sync requirements
- Security review of biometric authentication approach

Budget Summary

Category	Allocated
Design & UX	\$15,000
Development	\$45,000
QA & Testing	\$10,000
Infrastructure	\$5,000
TOTAL	\$75,000

Risks & Mitigations

- **Salesforce API limitations:** Request documentation early, have fallback plan
- **iOS review process:** Submit test builds 2 weeks before deadline
- **Offline sync complexity:** Start with MVP, iterate based on testing

Next Steps

1. Project Manager to confirm team allocation by Friday
2. Tech Lead to draft architecture document
3. Designer to begin competitive analysis
4. All: Review this brief and flag any concerns by EOD Wednesday

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