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CLIENT BRIEF FORM

1. What is the name of the product that you want to build?

2. Please tell us a little bit about it. What kind of product do you need? (mobile app/ desktop app/ redesign / landing page etc)

3. What is the problem or need we are aiming to solve? Purpose of the product.

4. Who is the audience? (age group, relationship status, occupation, location, income, social group) What are their pain points? (Please provide 3 user personas.)

5. Do brand guidelines exist? (i.e. logo, color scheme, style guide, moodboards) If yes, please provide materials (preferably vector files).

6. What does the application need to do? Please provide more details about what should a user be able to do within the app.

7. Who are the competitors and what sets this product apart from them?

8. What should be the general styling of the product? (i.e. playful / professional / dark / elegant / romantic etc.)

9. List the features you feel this software should have?

10. Please provide examples or similar websites and let us know what exactly we should incorporate from there.

11. Are there any constraints (technological, business, etc.)?

12. What have you tried that has/hasn't worked? What went wrong? (optional)

13. What are the most common problems your users face with the current version? (optional)

14. Could you give us an URL for your current website?

15. Other Comments (Optional)