

# Mobile App Development Client Brief

## 1. Company & Contact Information

Company Name

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Contact Person

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Email

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Phone

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## 2. Project Overview

Brief description of the app and its purpose

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## 3. Target Audience

Describe your target users

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## 4. Key Features & Functionality

List the main features you want in the app

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## 5. Platforms & Devices

Which platforms?

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Specific devices (if any)

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## 6. Design & Branding

Describe branding, styles, or existing guidelines

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## 7. Content

Who will provide text, images, etc?

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## 8. Budget & Timeline

Estimated Budget

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Target Launch Date

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## 9. Competitor Apps / Inspiration

Relevant links or apps for reference

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## 10. Additional Information

Any other comments or requirements

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