TEMPLATE · FILL IN AND SEND TO EVERY AGENCY

Software project brief

Tesvo Technologies
tesvotech.com

Two to four pages that let someone who has never met you understand the product well enough to ask good questions and give a realistic price. Send the same brief to everyone you ask for a quote.

Product name _____

01 Summary

Who it is for and what it lets them do, in two sentences.

02 The problem

The first user, what they do today, and why it is painful.

03 What we need to learn

Two or three things that must be true for the business to work.

04 Users and roles

Every kind of user who needs a screen, including our own admin team.

05 Main journey

Step by step, from first visit to job done. Attach sketches if you have them.

06 Features

Sort every feature into three groups.

Must launch	Launch if cheap	Version two

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07 Platforms

Web / iPhone / Android / not sure, please recommend.

08 Integrations and existing systems

Payments, maps, email, accounting, existing apps or data.

09 Content and data

What we will supply, and by when.

10 Products we like

Links, with one sentence each on why.

11 Constraints

Budget range, target launch date and why, legal or industry rules.

12 Ownership and support

Code, designs and accounts in our company's name. What we expect after launch.

13 Decisions

Who approves work and answers questions, and how quickly.

Contact

Name, email, best times for a call.