

Mobile App Project Brief Template

A structured 4-page scoping framework to map problem statements, user personas, technical integrations, and release boundaries before engaging engineering teams.

1. EXECUTIVE PROJECT SUMMARY & CORE THESIS

Working Product Title:

[Enter Product Name / Internal Codename]

Target Commercial Launch:

[Target Date / Quarter]

One-Sentence Elevator Thesis:

[For target audience] who [operational problem], our mobile app [key innovation] unlike [current manual/desktop alternative].

2. USER PERSONAS & REAL-WORLD OPERATING ENVIRONMENTS

Primary User Persona (e.g. Field Technician / Customer):

Daily Active Frequency

Operating Context: Device used outdoors in high glare, intermittent cellular coverage, single-handed operation while wearing gloves.

Secondary User Persona (e.g. Back-Office Dispatcher / Admin):

Desktop Portal / Tablet

Operating Context: High-density dashboard viewing 50+ concurrent requests, overriding statuses, and exporting operational logs.

3. COMMERCIAL OBJECTIVES & SUCCESS METRICS

Adoption KPI:

Target 80% daily active workflow transition within 30 days of release.

Operational Speed:

Reduce average task submission time from 15m (paper/web) to <90s.

Data Accuracy:

Zero double-bookings or missing inspection logs via local-first caching.

Core User Journeys & Feature Prioritization

4. PRIMARY END-TO-END USER FLOW

- 1. **Step 1 (Launch & Auth):** User authenticates via biometric Passkey or Magic Link with offline token fallback.
- 2. **Step 2 (Task Manifest):** User views prioritize daily agenda with cached data freshness indicators.
- 3. **Step 3 (Execution & Capture):** User completes mandatory inputs, attaches photo evidence, and signs approval.
- 4. **Step 4 (Sync & Receipt):** App attempts instant sync; if offline, enqueues transaction locally with retry pacing.

5. FIRST-RELEASE FEATURE PRIORITY MATRIX (THE MVP CUT LINE)

PRIORITY	CAPABILITY / USER STORY	CUT LINE RATIONALE
P0 (Must Have)	Offline local draft creation and persistent SQLite queue	App is unusable in cellular dead zones without local storage.
P0 (Must Have)	Deterministic conflict resolution & diff recovery modal	Prevents remote dispatches from overwriting technician data.
P0 (Must Have)	Apple & Google store compliance (Account deletion & Privacy)	Mandatory legal condition for App Store distribution approval.
P1 (Nice to Have)	Push notification reminders & dispatch reassignment alerts	Valuable for live pacing, but non-blocking for day-one launch.
P2 (Post-MVP)	Automated OCR receipt scanning and generative voice notes	Defer until core retention and offline sync metrics stabilize.

6. EXPECTED EDGE CASES & FAILURE RECOVERY

Network Drop Midway Through Checkout/Sync:

Preserve all form inputs in local micro-state. Never redirect to empty landing page.

Camera Permission Denied:

Display informative explanation with direct button linking to iOS/Android Settings screen.

Technical Constraints & Integrations

7. PLATFORM & CROSS-PLATFORM FRAMEWORK SELECTION

Option A: React Native / Expo

Best fit when sharing TypeScript validation models with a web portal, or when Over-The-Air (OTA) updates are mandatory for fast bug patching.

Option B: Flutter / Dart

Best fit when bespoke canvas graphics, 120fps smooth animations, or multi-threaded background data processing (isolates) are required.

8. HARDWARE SENSORS & NATIVE APIS REQUIRED

Camera & Storage:

Photo attachment with on-device compression down to <300KB before upload.

Location (GPS):

Geofence validation upon arrival at customer job site; no battery-draining continuous polling.

Biometric Auth:

FaceID / TouchID / Android Biometrics for high-friction transaction approval.

9. EXTERNAL SERVICES & BACKEND INFRASTRUCTURE

LAYER	TARGET PROVIDER	INTEGRATION DETAIL
Database & Auth	Supabase / PostgreSQL	Row-level security (RLS) and real-time subscription channels.
Push Notifications	Firebase Cloud Messaging (FCM)	APNs & FCM payload with silent background refresh triggers.
Billing / Subscriptions	Stripe / RevenueCat	In-app purchases, recurring subscription lifecycle, and webhooks.

Release Governance, Compliance & Handover

10. STORE GUIDELINE PRE-FLIGHT MANDATES

- ✓ **Apple Guideline 5.1.1 (Data Privacy):** Provide explicit App Privacy Manifest and Nutrition Label disclosures for all third-party SDKs.
- ✓ **Apple Guideline 5.1.1(v) (Account Deletion):** In-app mechanism allowing users to initiate complete personal account deletion immediately.
- ✓ **Google Play Target API Policy:** Must target the latest Android SDK level with runtime permissions declared transparently.

11. MILESTONE SIGN-OFF & FINAL HANDOVER CHECKLIST

Technical Deliverables:

- ✓ Clean Git repo with 100% IP assignment
- ✓ Fastlane automated build scripts
- ✓ Production signed .ipa and .aab files

Documentation Deliverables:

- ✓ Architecture runbook & schema docs
- ✓ App Store Connect credential guide
- ✓ 30-day post-launch critical bug warranty

NEXT STEP: ENGINEERING SCOPE REVIEW

Once you have populated this brief, submit it to the FFNA Solutions engineering team. We will review your flows under mutual NDA, identify architecture risks, and provide a fixed-fee milestone schedule within 1 business day.

Online Scoping Portal: www.ffnasolutions.com/contact

Direct Engineering: hello@ffnasolutions.com