

# Initial brief

## Guidelines for the project

This document is a guideline that outlines the your expectations regarding planned software. It is designed to collect information - target group, main goals, budget and ideas related to the implementation of the project.

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**www.coal.software**

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#### **contact details**

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First and last name:

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Position:

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Telephone:

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Email:

# tell us about yourself

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## business details

Company name:

Address:

Web address:

Telephone:

Email:

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## description

What your company does?  
What is its basic offer or  
what product / service it  
offers to its customers?

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## where did the idea come from

Where did the idea come  
up? Is the planned system  
supposed to solve problems  
faced by the company? Is it  
intended to solve needs of  
your clients?

# describe what you are planning

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Planned budget:

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Planned completion date:

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## project description

What is the software you are planning? Is the plan for the software to improve processes, to create new business opportunities or to provide an innovative service?

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## the goal

What is the main goal of the project?

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## target group

Who will use the app? Will it be the company's employees or customers? What characterizes it's target recipients?



# design guidelines



## suggested solutions

Describe the main functionalities of the system. What features will it offer? What users will be able to do with the app. What scope of functionality should the administration panel have? Should the system be integrated with an external application?



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## competition

Links to websites operating in the same industry. These can be websites of companies operating in the same industry or systems with similar functionality as the planned app.



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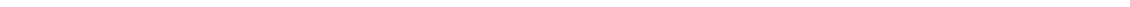
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# anything to add?

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**if you have any additional information about planned software, please enter those here**

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