



Client Worksheet

Dear client,

before asking us to work on a new web application, please read this paper and try to answer the questions about your project. It will surely help you to brief us the right way.

1. Who are you? Briefly describe your company
2. Briefly describe your idea/product/concept
3. Do you have a complete written concept of your idea/product?
4. How would you describe your technological background?
5. What are your objectives with your product/idea?
6. How do you intend to measure the app's success?
7. Who is your audience?
8. Do you have a current app?
 - a. If so why do you want to change?
 - b. If so how would you describe the success of the current app?
9. Do you know any similar apps? What do you like/don't like about them?
10. Who else will work on this project?
11. Will a design company work on this project?
12. What else do we need to know?