[Client name] Product design brief [EN]

1. Overview

Description (Must have)

Our product (name) _____ will solve (problem) _____ for (target) _____ by providing them with (solution) _____.

The GiveMeFood mobile app solves the long wait for food delivery for young busy professionals by ordering food and having it in the office in 10 minutes.

Platforms (Must have)

iOS, Android, Web, Embedded

Google Drive link (Must have)

🔗 Link to google drive

Key stakeholders

CEO/CTO	Name	e-mail address
Product Owner	Name	e-mail address
Content	Name	e-mail address

2. Key questions

How does the product fit in your business? How does it make money? *

The app is a new sales channel and contributes to increasing the turnover of our food chain

What makes it different from the competition (Must have)

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Far faster than the competition (10 minutes)

3. Research & analysis

Who are our users and customers? *(Must have)*

Young person (25-40),	He has no time, he fights for every minute, he doesn't like long waits for food and he wants to eat as soon as he is hungry
Persona 2	Description
Persona 3	Description

User roles & Use cases *(Must have)*

User	• Create an account • Delete account • Log in • Log out • Order food • Cancel order • Edit data
Admin	• Everything the user • Set up restaurants • Insert menu • Delete user
Superadmin	• Everything admin • Establish organizations

Epics & User stories (Must have or Customer journeys)

🔗 [What are user stories? - example document.](#)
Please attach a link to your user stories document

How do people solve the problem today? (Must have)

They call the restaurant or order via the DameJidlo app and wait 30+ min.

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Competing solutions *(If any)*

- Wolt
- Dáme Jídlo
- Bolt Food
- Ordr

Another research a data *(Optional, if exists)*

- Analytics
- data analysis
- results of questionnaire surveys
- Competitive analysis, etc.

Other materials *(Optional, if exists)*

- RFI
- Figma design
- Product requirements document (PRD)
- Screenshots, etc.

4. Design & visuals

Appearance requirements or guidelines

What should the design be? And what shouldn't it be? Look & feel
- Clean, uncluttered modern
- Round corners
- It must not be red, it has a Dámejídlo
- I should feel like my food is coming from the future

Inspiration

Websites, apps, and anything else that's stylistically pleasing and relevant to the project
- Revolut - super experience
- Wolt - we like the way he handles orders
- SleepCycle - has well-designed notifications
- Web Wolf&Whale - colors, animation, and overall look & feel

Branding

logo, colors, typography, style guide - do we have any of that?

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- Logo manual link
- App guidelines
- Brand guide

5. Roadmap & Scope

Scope

(Clearly defined MVP)
- Users can log in
- User sees data
- The user can enter their own data
- The user can order food

Roadmap

- December 2020 - Analysis, user stories
- January 2021 - 1st Prototype
- End of January 2021 - UX testing
- February 2021 - incorporation of changes from testing
- End of February 2021 - Pitch prototype to investors
- March 2021 - Start of development

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