



# Essential Designs

## Scope Builder Template

A Scope Document is simply a document that describes your project in as much detail as possible. Don't let your level of technical expertise become a roadblock – your development team just needs to understand in layman's terms exactly what you want to build.

What does your business do? How will this application help your business?

Give an overview of your concept and what you want the app to do.

What is the primary objective of your application?



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Who is your target audience that will use this app?

What is the final goal of this app project once complete?

What type of users are required for the app (i.e. Admin, Super Admin, Logged-in User, Guest, etc.)?

What is the purpose, or the main thing you wish to accomplish?



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What current problem(s) will the app solve?

How will this app help your current process (or create a new one)?

Will this project be built from scratch, or do you have existing assets?



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What should the finished product be able to do?

What features should the app have?

Is there monetization or a business model?



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Do you have competitors that you can identify?

Is there a similar product already out there? If so, what makes yours different?

Do you have a logo?

Do you have branding or style guidelines?

Do you have color palette rules?

What do you want to achieve with the design?



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Are there other apps we can reference for design inspiration?

Do you have any other relevant design documentation (personas, user flows, use cases, etc.)?

What platforms will this be built for? (iOS, Android, web, Windows, etc.)

Do you have any current technology related to this app in use (servers, databases, services)?

Do you have any technical documentation relating to the previous question?



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Will you need ongoing support for servers, databases or hosting once the project is complete?

Do you have Apple or Google Developer accounts?

Do you have domain(s) or current hosting platforms?

What is your budget?

What is your project timeline?

Can you think of any potential pitfalls we need to be aware of?



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Are there any other constraints to this project that may create roadblocks? (i.e. Government regulations, privacy or security concerns, 18+ content, etc.)





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Additional Notes