



# App Development Brief

# Introduction

## Company Information

*Five Quantum Bits (FQB) develops custom mobile applications for small and growing businesses. We focus on practical, user-friendly solutions that improve customer experience and daily operations.*

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## Proposal

*This brief presents a mobile app concept for a small business that wants to offer online booking, customer communication, and loyalty features in one place.*

## Budget

*The estimated budget covers planning, design, development, testing, and launch support. Costs are structured around a practical MVP with room for future expansion.*

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04

## Conditions

*The project is delivered in clear phases with review points, feedback rounds, and support after launch. This helps keep the process transparent, efficient, and client-focused.*

# Introduction

This example brief outlines a mobile app project for a small business that wants to improve customer engagement and simplify service management. The proposed app includes appointment booking, push notifications, loyalty rewards, and a basic admin panel. The goal is to present the client with a clear project structure, realistic budget, and delivery terms in a professional format.

## 02. Proposal

- **Proposal Title:** Mobile Booking & Loyalty App for Small Business
- **Objective:** Create an easy-to-use mobile app that helps customers book services, receive updates, and return more often through loyalty features.
- **Scope of Work:** UI/UX design, customer mobile app, admin dashboard, booking system, push notifications, loyalty module, and testing.
- **Timeline:** Estimated delivery time is 6 to 8 weeks
- **Expected Deliverables:** Android/iOS app build, booking flow, loyalty system, admin access, launch-ready version, and basic technical support.

## 03. Budget

- **Total Budget:** Estimated for MVP delivery with core features required for launch
- **Breakdown:** Includes design, development, testing, deployment, and project coordination.
- **Payment Terms:** 50% at project start, 30% after design and development approval, 20% before final delivery.

PRODUCT	PRICE	HOURS	TOTAL
Discovery & Planning	\$25.00	8	\$200
UI/UX Design	\$25.00	16	\$400
Mobile App Development	\$30.00	40	\$1,200
Admin Panel & Booking Logic	\$30.00	20	\$600
Testing & Launch Support	\$25.00	8	\$200
	<b>SUB TOTAL</b>		<b>\$2,600</b>
	<b>TAX</b>		<b>0.00%</b>
	<b>TOTAL</b>		<b>\$2,600</b>

## 04. Conditions

- **Terms and Conditions:** The quoted price covers the agreed MVP scope only. Additional features or major revisions may require a separate estimate.
- **Acceptance Criteria:** The project is considered approved once the agreed features are completed, tested, and reviewed by the client.
- **Confidentiality:** All business information, materials, and access shared during the project will be treated as confidential.
- **Legal Compliance:** The client is responsible for providing lawful business content, policies, and required legal information for the app.
- **Contact Person:** A single client representative should be assigned to approve feedback, content, and milestone decisions.

[Signature]

*Authorized Signature*

[Date]

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