Project brief: website, Telegram bot or app

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Answer in your own words and in your own language. Short answers are fine, and "not sure yet" is an answer too. Skip what does not apply, add links or screenshots of examples you like, and send the brief to the developer: it is the basis for questions and an accurate estimate.

1 About you and the project

1 **Company or project name, and what you do, in one or two sentences**

2 **What do you want to build: website, Telegram bot, Mini App, mobile app, CRM?**

3 **Is it a new project, or does it replace or improve something you already have?**

4 **Who on your side makes decisions and answers questions?**

2 Goal

5 **What problem should the project solve?**

6 **What should users do: order, book, pay, call, sign up, something else?**

7 **How is this done today: calls, chats, spreadsheets, paper?**

8 **How will you know after launch that the project works?**

3 Audience

9 **Who are your customers: age, city or country, private people or companies?**

10 **Which devices and messengers do they use most?**

11 **Which languages should the project support?**

12 **Who else will use it: managers, couriers, cashiers, administrators?**

4 Features

13 **What must the first version have? List the main features**

14 **What can wait until a later version?**

15 **Do users need accounts, a personal page or an order history?**

16 **What do you want to manage yourself in the admin panel?**

17 **Which notifications are needed: SMS, e-mail, Telegram, push?**

5 Examples and design

18 **Two or three sites, bots or apps you like, and what exactly you like in each**

19 **Examples you do not like, and why**

20 **Do you have a logo, brand colors, fonts or a brand book?**

21 **Do you need a unique design, or is a clean standard one enough?**

6 Content

22 **Who prepares the texts, and in which languages?**

23 **Do you have photos and videos, or do they need to be made?**

24 **Roughly how many products, services or pages to start with?**

25 **Who will update the content after launch?**

7 Integrations and payments

26 **Do you need online payments? Which methods or providers?**

27 **Which systems to connect: CRM, accounting, delivery, maps, SMS?**

28 **Do you already have a contract with a payment provider?**

29 **Do you already have a domain, hosting, a Telegram bot or store accounts?**

8 Deadline, budget and support

30 **Is there a deadline? What does it depend on: a season, an event, a launch?**

31 **What budget range are you comfortable with?**

32 **Who will look after the project after launch?**

33 **Anything else the developer should know?**

Not sure about some answers? Leave them empty: they will be discussed in the first conversation. Send the filled brief to Sanjar Jabborov, fullstack developer (contacts at sanjardev.uz). You can write in your own language.